

# *Provisioner*



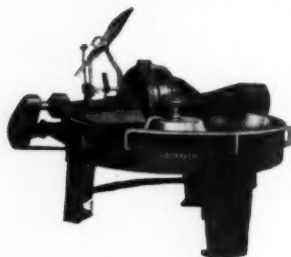
## **A.M.I.**

## **CONVENTION REPORT**

*Proceedings of the 44th Annual Meeting of the American Meat Institute*

# Before you buy Sausage Machinery SEE THE BASIC Buffalo LINE

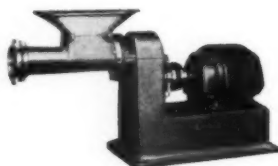
## SILENT CUTTERS



to make perfect emulsions, free from lumps and sinews, and giving maximum yield. Bowl capacities from 20 to 800 pounds.

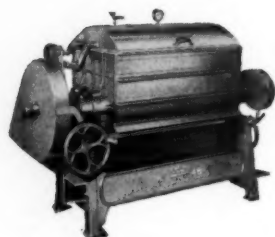
## GRINDERS

### HELICAL-GEAR-DRIVE



for long, quiet, vibrationless service, grinding the toughest cuts without surging and without reworking. Capacities 5,000 lbs. to 15,000 lbs. per hour.

## VACUUM MIXERS



to put 20% more meat into every casing... smooth, air-free, of better color and with better curing qualities. Tub capacities from 75 to 2,000 pounds.

## STAINLESS STUFFERS



for greater sanitation and minimum spoilage. More features and greater safety than ever before. Capacities from 100 to 500 pounds.

**Buffalo...**  
the best-known  
name in sausage-  
making equip-  
ment for more  
than 80 years



**T**HESE are the basic sausage machines for any sausage kitchen and there is a size for every production requirement. We've been building these and other special machines for more than 80 years. Wherever quality sausage machines are demanded, BUFFALO equipment is usually preferred. Designed to give extra years of trouble-free service, these machines are the best that money can buy...yet prices are completely in line.

And, whenever these machines need service, we believe in giving a full measure of it. In fact, we give precedence to orders for replacement parts in our factory...push aside work on new machines so as to give full attention to making and shipping parts that might be needed in a hurry. To get the full story on BUFFALO equipment, write for literature...or see your BUFFALO dealer.

## JOHN E. SMITH'S SONS CO.

50 BROADWAY • • BUFFALO 3, NEW YORK

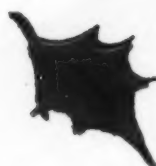
Sales and Service Offices in Principal Cities



# KEEPS Flavor-Fresh LONGER!



# Pork Sausage



● Now, Griffith's "tried and true" sausage seasonings are available with the amazing antioxidant, "G-4", processed into the formula . . . to retard fat rancidity and thereby keep your product *flavor-fresh* longer.

**Result:** Longer sales life! . . . less spoilage! A flavor-rich sausage . . . seasoned with a precise combination of top quality spice, *purified\** to eliminate danger of "inside" spoilage and tested for flavor fidelity. Addition of *non-tasting* "G-4" prolongs that flavor-freshness.



For all curing, use  
**Prague Powder.**  
Made under United  
States Patent Num-  
bers 2054623,  
2054624, 2054625  
and 2054626.

\*Exclusive process covered by U. S. Sterilization  
Pat. Nos. 2107697, 2189947, 2189949

## FREEZER-STORED SAUSAGE KEEPS Flavor-Fresh MONTHS LONGER!

Use Griffith's *stabilized* seasonings and you can put distinctively flavored pork sausage in the freezer, knowing it will stay flavor-fresh months longer! Any formula—in *Purified\** Ground Spice, or Solubilized. Order today.

The  
**GRIFFITH  
LABORATORIES**

CHICAGO 9, 1415 W. 37th St. • NEWARK 5, 37 Empire St. • LOS ANGELES 11, 49th & Gifford Sts. • TORONTO 2, 115 George St.

THE NATIONAL PROVISIONER, Vol. 121, No. 14, Published weekly at 407 So. Dearborn St., Chicago 5, Ill., U.S.A. by The National Provisioner, Inc.  
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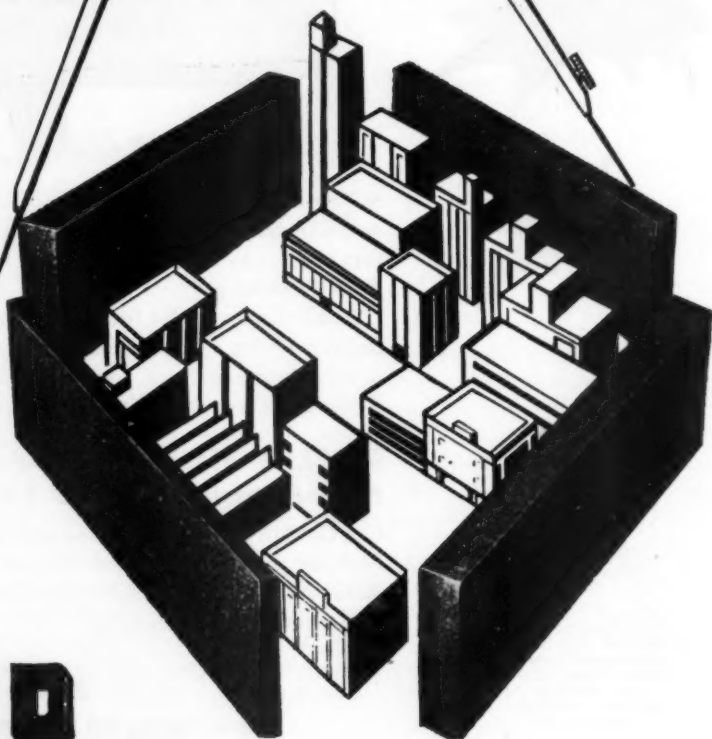


# UNITED

## DESIGNS—PLANS—ERECTS CORKBOARD INSULATION JOBS...

Whatever your low temperature insulation requirements, UNITED's intensive research, modern manufacturing and scientific erection methods represent a specialized experience that will assure maximum efficiency and long-term economy.

With a background of thousands of satisfactory installations, UNITED's has established a long service record of efficient performance and a low cost of maintenance, under all conditions.



**UNITED**  
**CORK COMPANIES**  
**KEARNY, NEW JERSEY**  
*Manufacturers and Erectors of Cork Insulation*

#### SALES OFFICES AND WAREHOUSES

Albany, N. Y.  
Baltimore, Md.  
Boston, Mass.  
Buffalo, N. Y.  
Chicago, Ill.

Cincinnati, Ohio  
Cleveland, Ohio  
Hartford, Conn.  
Indianapolis, Ind.  
Los Angeles, Calif.

Milwaukee, Wis.  
New Orleans, La.  
New York, N. Y.  
Philadelphia, Pa.

Pittsburgh, Pa.  
Rock Island, Ill.  
St. Louis, Mo.  
Waterville, Me.



## Cold Storage Doors in a Machine Shop

**C**old treatment of aluminum castings was found to impart desirable machining qualities to the metal.

This called for a sub-zero refrigerated space from which quantities of castings could be moved in and out readily. Jamison-built overlap type doors were selected. Ten inches of corkboard insulation were speci-

fied for the doors to equal the insulation of the walls.

Jamison cold storage doors are available for every temperature range and every type opening to refrigerated space. Our engineers will be glad to help you solve your problems. For information on Jamison-built doors, ask for Catalog 175.

**JAMISON COLD STORAGE DOOR CO.**  
**Hagerstown, Maryland, U. S. A.**

*Oldest and Largest Manufacturer of Cold Storage Doors in the World*





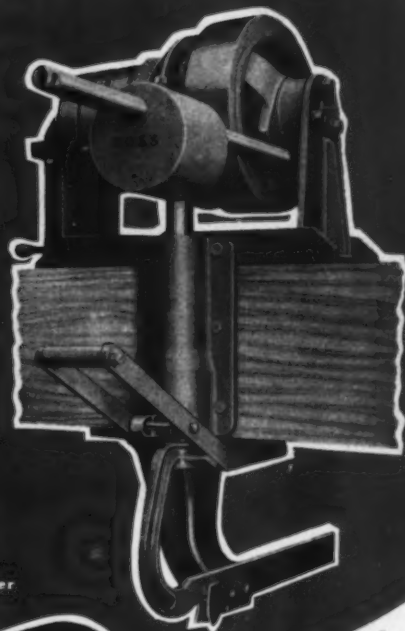
## *These Three,*

and seven hundred other tools and machines for the meat processing industry, are sold and guaranteed by The Cincinnati Butchers' Supply Company; suppliers to this industry, exclusively, since 1886. Catalogues and illustrated literature, fully explaining the items of equipment which you have under present consideration, will be sent to you, free, upon request.

*Best Buy Boss*



Boss Friction Carcass Dropper



Boss Jumbo Dehairer



THE *Cincinnati* BUTCHERS' SUPPLY COMPANY  
CINCINNATI 16, OHIO





## To packers interested in canning meat . . .

### *Canco offers seven helpful services*

**I**NDUSTRY FIGURES show that the 1948 consumption of canned meat products was nearly three times that of the average for 1936-40.

You may be considering entering this field to get your share of this profitable new business.

To help you, Canco offers you more and better services than any other can manufacturer.

- 1. Canco will make** blueprint and layout recommendations to gear your plant for canned meat production.
- 2. Advice on all technicalities** concerning the processing of canned meats.
- 3. Assistance in** finding and training personnel.

**4. Canco's Home Economics Section** and Testing Kitchen will help on proper flavors, recipes for labels, and general advice on consumer needs.

**5. Canco's Label Department** will develop a package design on all lithographed labels.

**6. When you are in** commercial production, Canco's service engineers are on call for production-line emergencies.

**7. Canco's Research Laboratories** will assist in establishing quality control of production, and in solving quality-control problems.

CALL **CANCO** FIRST

## AMERICAN CAN COMPANY

New York • Chicago • San Francisco

# AIR DELIVERY MARKS ANOTHER 7½ Tons of Casings Flown By Chartered Plane FIRST FOR "O.C.C."

Adding another "first" to its collection of important "firsts" in serving the meat industry, the Oppenheimer Casing Company last July delivered 7½ tons of casings to its customers in a specially chartered 4-engine passenger plane.

Marking the first time that casings have been flown in a regular passenger plane anywhere, this plane-load of casings, enough to make 20 million sausages, was flown to "O.C.C." customers at no extra cost to them. The object of the flight was to deliver casings to the meat industry in ample time to take full advantage of the busy summer season. The flight covered 3500 miles with a record load—an achievement both for the famed Sky-Master plane, and the Oppenheimer Casing Company.



This is the 4-engine passenger plane which recently flew a 7½ ton load of casings to "O.C.C." customers. The plane covered 3500 miles and carried a record load.



Company, government and airline officials join in terming the flight an historical one, destined to lead the way to more rapid and efficient methods of distribution.

## Plane-Load of Casings Enough for 20 Million Sausages

People everywhere eat a tremendous quantity of sausages, but even their tremendous appetite for this succulent delicacy would be satisfied, at least temporarily, by the 20 million sausages which could be made from the 7½ tons of casings flown by plane to Oppenheimer Casing Company customers recently.

With the demand for sausages keeping pace with the soaring thermometer, packers were particularly pleased by the unique method employed by the Oppenheimer Casing Company to bring them ample supplies of casings at the strategic moment.

## "O.C.C." Customers Get Casings Faster, But Pay No More!

Customers of the Oppenheimer Casing Company were given a very practical demonstration of the company's prompt-delivery policy, when they received their supplies of casings last July by chartered passenger airliner.

"O.C.C.'s" dramatic plane delivery, which brought needed casing supplies to its customers at the very height of the peak summer season, was all the more appreciated because there was no price penalty attached to this ultra-modern mode of delivery. The casings delivered by "O.C.C." by plane cost no more than the same fine goods delivered by ordinary methods. The Oppenheimer Casing Company planned this unique air delivery, not through any desire for sensationalism, but simply as a practical method of delivering the goods when they were most needed. It was a job performed on behalf of "O.C.C." customers, who have always enjoyed the highest standards of service.

## "O. C. C." Delivers the Goods!

"O.C.C." customers enjoy many advantages, as a result of the determination of the Oppenheimer Casing Company to render the best possible service at all times and under all conditions. The trade is assured that when the need arises, "O.C.C." will go all out in the performance of its duty to its valued clientele.



## OPPENHEIMER CASING CO.

CHICAGO

NEW YORK

SAN FRANCISCO

TORONTO

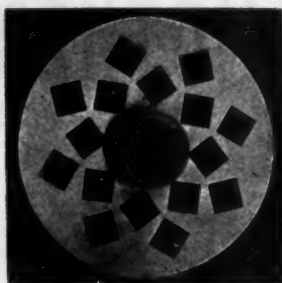
LONDON

WELLINGTON

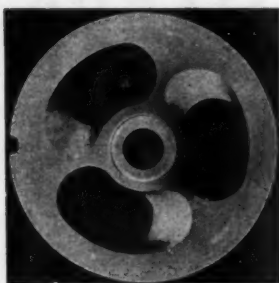
ZURICH

SYDNEY

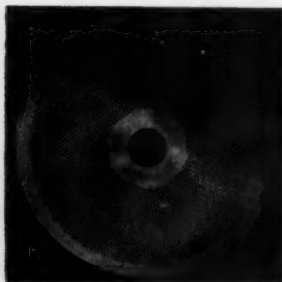
BUENOS AIRES



No. 6 1" SQUARE HOLES



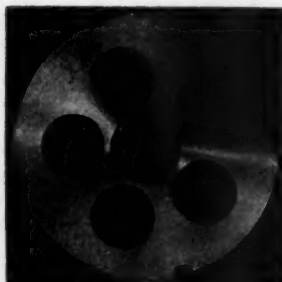
No. 2 SPECIAL



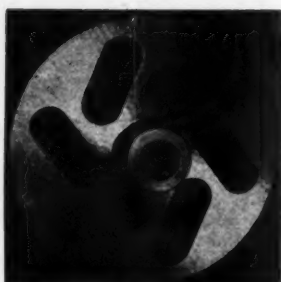
No. 6 C-D 1/6" HOLE, 8800



No. 3 SPECIAL

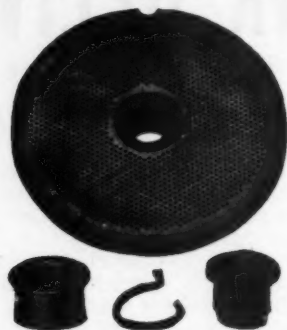


No. 6 2 1/2" HOLE REVERSIBLE



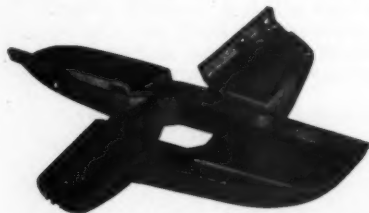
No. 1 SPECIAL

#### FAMOUS C-D TRIUMPH REVERSIBLE PLATE



Made of a special wear-resisting alloy and guaranteed—5 years—against any sharpening expenses. Equipped with patented spring lock bushing that makes loose bushings a thing of the past. Guaranteed against cracking, breaking, pitting and chipping! Actually costs less to use!

#### NEW! IMPROVED C-D CUT-MORE KNIFE

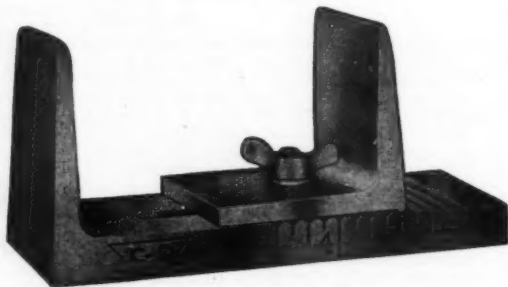


Here is the most economical knife for large grinders... by far! Because it is self-sharpening, it maintains a razor-sharp edge until the 3/4" cutting edge is eventually worn away! Will neither heat nor smear the meat. No skill required to change or adjust the blades. A small set-screw holds the blades securely in the holder.

# SAUSAGE MANUFACTURING

## C-D SAUSAGE LINKING GAUGE ►

Increase the speed of your hand-linking operation with this handy, accurate linking gauge. Designed primarily to slash linking costs, it adds sales appeal to your product by improving appearance. High measuring guide makes it possible for operator to swing links with a minimum of effort. Easily adjusted to accommodate various lengths. 2-8 and 2-13-inch lengths carried in stock.



# Check **SPECIALTY'S** special advantages as outlined by "The Old Timer" —

*CW Dieckmann*

✓ C-D Triumph Plates are made of a special wear-resisting alloy guaranteed to outlast two plates of any other make.

✓ C-D Triumph Plates have proved themselves the most economical plates in existence, cutting several million pounds of meat before sharpening is required.

✓ The ever-increasing use of SPECIALTY Sausage Manufacturing Equipment has stepped up our production to a point where new manufacturing economies are possible . . . a saving we pass along to our customers.

✓ Our famous reversible plates give you two plates for the price of one.

✓ We make plates and knives in all styles, types and sizes to fit every purpose and every grinder.

✓ C-D Triumph plates are equipped with a patented spring lock bushing that puts a stop to loose bushings.

✓ There are no delays when ordering from SPECIALTY...we keep a sufficient number of knives and plates of all descriptions in ready stock for immediate delivery.

G

## EQUIPMENT.. **BEST** FOR **LESS**

You, as a progressive sausage maker, realize the importance of keeping up with the latest sausage making practices. Of equal importance is a thorough knowledge of correct grinding procedures . . . send today for your free copy of The Old Timer's invaluable: "SAUSAGE GRINDING POINTERS."

The  
**SPECIALTY**  
Manufacturer's Sales Company

**C-D**

TRADE MARK

2021 GRACE ST.

CHICAGO 16, ILL.



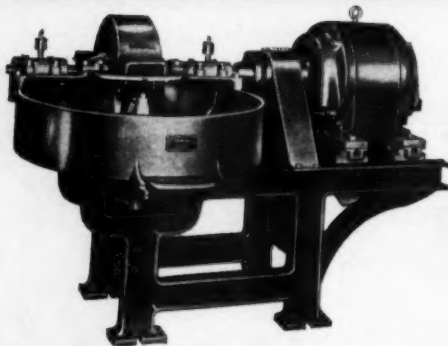
for profitable production, choose.....

# RANDALL

Many leading sausage manufacturers from coast to coast prefer RANDALL STUFFERS, MIXERS, CUTTERS and OVENS . . . because RANDALL EQUIPMENT is produced by engineers who also know the sausage making business, and whose long

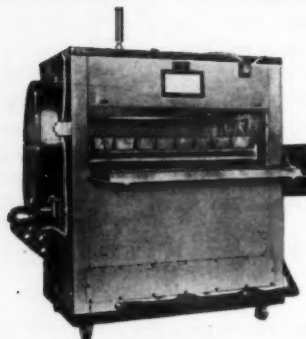
years of experience and "KNOW HOW" are put into every RANDALL product.

Remember . . . low initial cost *plus* dependable, efficient service, which you will get from RANDALL equipment, can spell PROFIT for you in today's market.



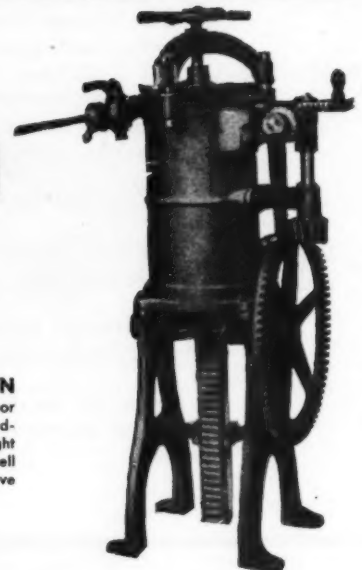
## RANDALL SELF-UNLOADING PERFECTION CUTTER

An indispensable machine to any efficient sausage kitchen. Cuts and mixes evenly and quickly. A RANDALL CUTTER is available for every size of plant—125 # to 800 # capacity.



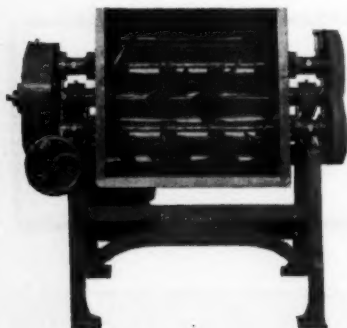
## RANDALL EFFICIENCY REVOLVING OVEN

STURDILY BUILT in one compact unit. Door placed for convenient loading and unloading. Has 8 revolving shelves holding eight 6 # meat pans. Gas or electric heated. Well insulated. Automatic heat control. Attractive gloss enamel.



## RANDALL 54-LB. IMPROVED MANHATTAN HAND STUFFER

Ideal for small batch production, or for use in room without access to electricity. Equipped with device which holds the meat in stuffer tube during casing changes . . . saves time and effort.



## RANDALL MEAT MIXER

Has 8 sturdy, scientifically designed paddles capable of mixing 125 # to 400 # of meat. Silent chain drive. All gears covered. Tub turns 45° for easy cleaning.



## RANDALL AIR STUFFER

Designed for fast production. Has polished stainless meat valves, guaranteed leak-proof piston, exclusive safety features. Cannot operate when lid is open. 100 # to 500 # capacity.

● A new catalog is yours for the asking. Get our price list and compare!

# R. T. RANDALL & CO.

331-333 N. Second St.

Philadelphia 6, Pa.



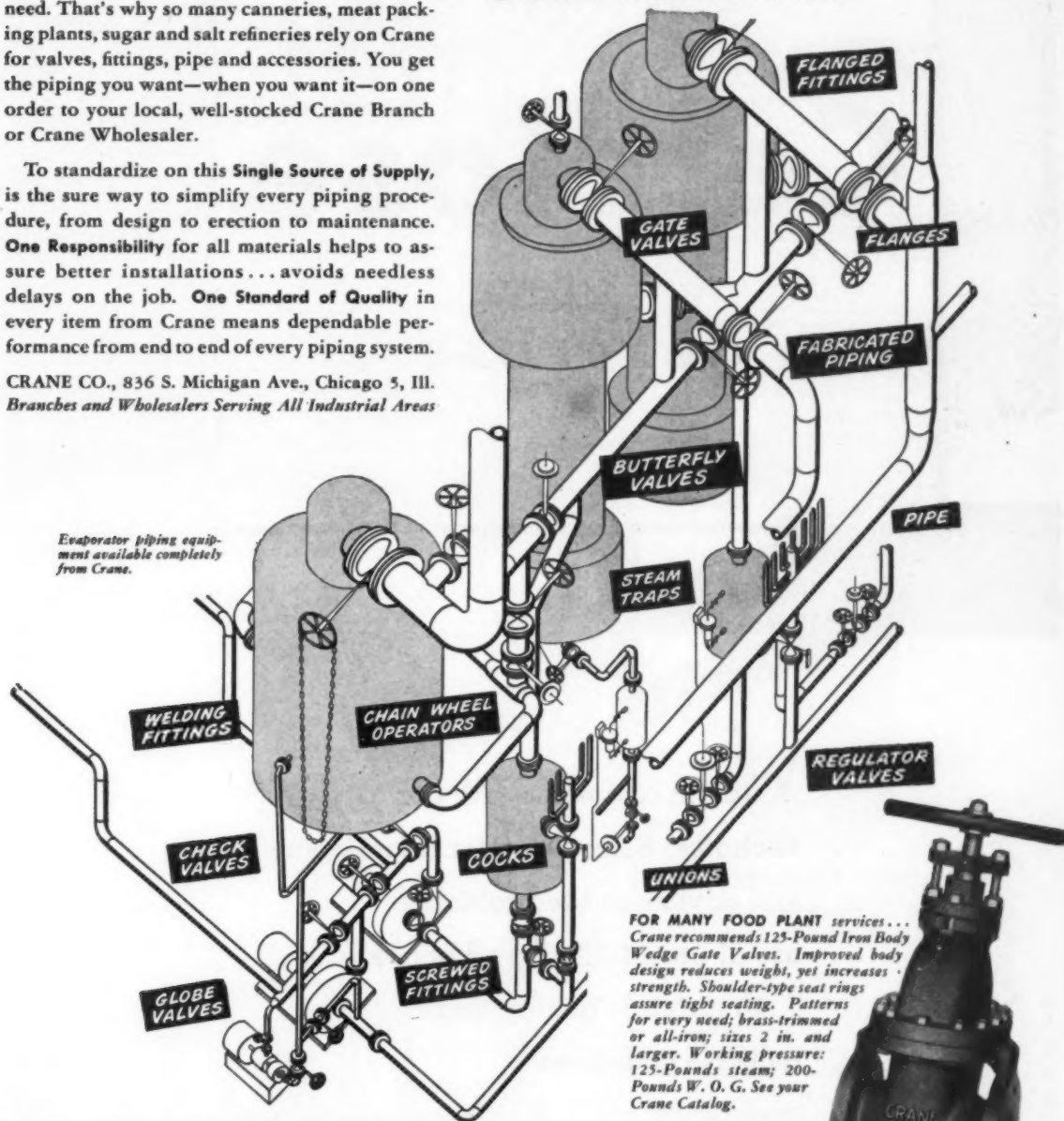
# Everything in piping for food plants ... from the complete CRANE line

For This Evaporator Hookup, for example, as for any power, process or general service piping installation . . . the broad Crane line meets every need. That's why so many canneries, meat packing plants, sugar and salt refineries rely on Crane for valves, fittings, pipe and accessories. You get the piping you want—when you want it—on one order to your local, well-stocked Crane Branch or Crane Wholesaler.

To standardize on this Single Source of Supply, is the sure way to simplify every piping procedure, from design to erection to maintenance. One Responsibility for all materials helps to assure better installations . . . avoids needless delays on the job. One Standard of Quality in every item from Crane means dependable performance from end to end of every piping system.

CRANE CO., 836 S. Michigan Ave., Chicago 5, Ill.  
Branches and Wholesalers Serving All Industrial Areas

**ONE** SOURCE OF SUPPLY  
RESPONSIBILITY  
STANDARD OF QUALITY



Evaporator piping equipment available completely from Crane.

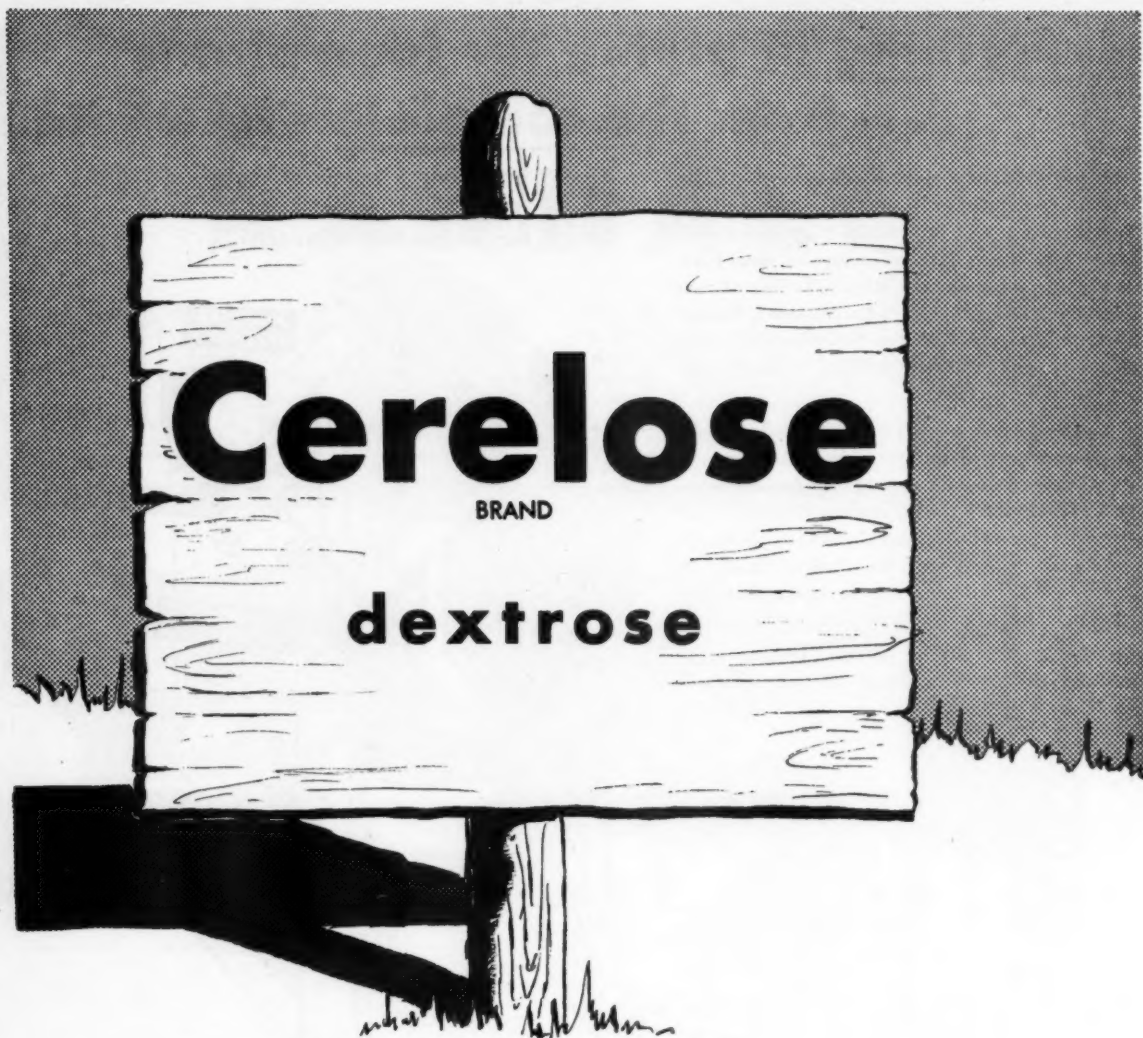
FOR MANY FOOD PLANT services . . . Crane recommends 125-Pound Iron Body Wedge Gate Valves. Improved body design reduces weight, yet increases strength. Shoulder-type seat rings assure tight seating. Patterns for every need; brass-trimmed or all-iron; sizes 2 in. and larger. Working pressure: 125-Pounds steam; 200-Pounds W. O. G. See your Crane Catalog.

EVERYTHING FROM . . .

VALVES • FITTINGS  
PIPE • PLUMBING  
AND HEATING

# CRANE

FOR EVERY PIPING SYSTEM



**W**ithout obligation, ask our  
Technical Sales Dept. for information  
and advice on the profitable  
use of CERELOSE brand of dextrose  
... to improve quality and  
increase consumer  
preference.

**Corn Products Sales Company**

CERELOSE is a registered trade-mark of  
Corn Products Refining Company, New York, N. Y.

**17 Battery Place**

**New York 4, N. Y.**

# Employees like this easy-to-handle aluminum equipment

Light-in-weight Wear-Ever aluminum equipment brings cheers from the men who work with it, for it means less fatigue. It brings cheers, too, from those responsible for efficiency and operating costs. For the super-tough alloy from which Wear-Ever aluminum food equipment is made resists gouging and denting—gives many extra years of hard service. Mail the coupon below for full information on Wear-Ever Aluminum food plant equipment. The Aluminum Cooking Utensil Co., Wear-Ever Bldg., New Kensington, Pa.



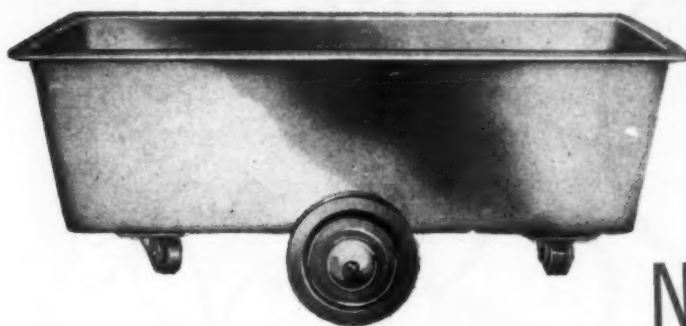
**TUBS**

Send and one-handling thing in kitchen—tub—dished with aluminum wall. Resisting warps and handles. Capacities 50 and 60 gal.



**SEAMLESS PAILS**

Strong and durable, in natural or aluminum finish. Capacities 10, 12, 14, 16 gal.



## FOOD TRUCKS

Strong aluminum body. 14 cu. ft. capacity. Continuous welds eliminate cracks and crevices. St. John Neotread wheels.



## NEW SEAMLESS CONTAINER

Available in 5, 10, 15, 20, 30 and 50 gal. sizes, with or without handles.



The Aluminum Cooking Utensil Co.  
410 Wear-Ever Bldg., New Kensington, Pa.

Please send me further information about your

- ☐ Tubs ☐ Pails ☐ Food Trucks  
☐ Ingredient Containers ☐ Complete Line

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ STATE \_\_\_\_\_



**SOLVAY** *nitrite of soda*

TRADE MARK REG. U. S. PAT. OFF.

**SOLVAY SALES DIVISION**

ALLIED CHEMICAL AND DYE CORPORATION

40 RECTOR STREET, NEW YORK 6, N. Y.





## Chances are 179 to 1 that Patapar can help YOU . . .

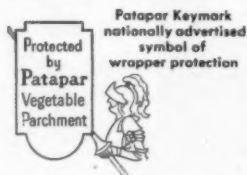
If you have a problem that ordinary papers can't handle there are 179 chances that you will find the answer in Patapar Vegetable Parchment. This unique paper is produced in 179 different types. Each type has special characteristics to fill special needs. For example, suppose your problem calls for a type of Patapar that permits "breathing". We can give it to you. Or we can give you a type that is air tight. Other types of Patapar fill varying

requirements of wet-strength, grease-proofness, moisture vapor resistance, thickness, translucency and many other characteristics.

**SUGGESTION:** Outline your problem. Let us help you solve it with one of the 179 types of Patapar.

### SOME OF PATAPAR'S MANY USES

Ham wrappers  
Butter wrappers  
Lard wrappers  
Can liners  
Ham boiler liners  
Tamale wrappers  
Sausage wrappers  
Sliced bacon wrappers  
And hundreds of others



# Patapar

REG. U.S. PAT. OFF.

**HI-WET-STRENGTH,  
GREASE-RESISTING PARCHMENT**

**PATERSON PARCHMENT PAPER COMPANY • BRISTOL, PENNSYLVANIA**

*Headquarters for Vegetable Parchment since 1885*

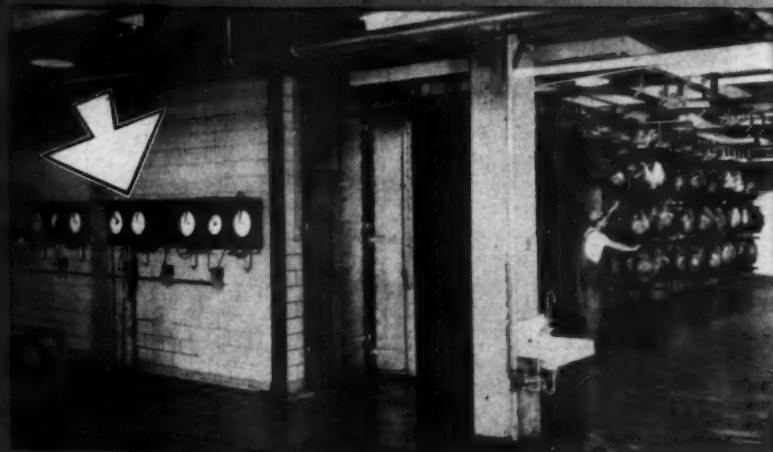
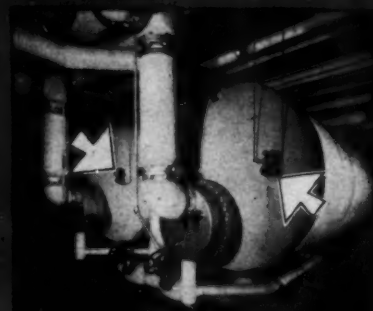
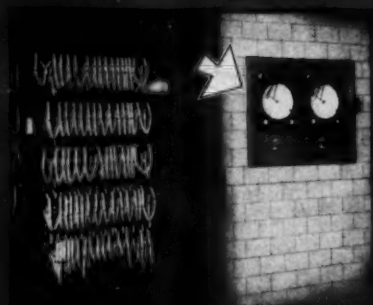
West Coast Plant: 340 Bryant Street, San Francisco 7, California

Sales Offices: 122 East 42nd St., New York 17, N. Y. • 111 West Washington St., Chicago 2, Ill.

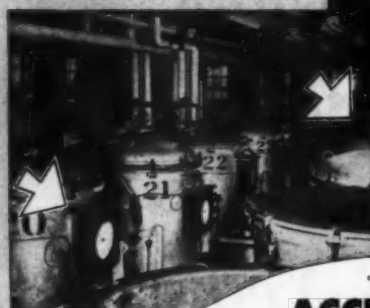
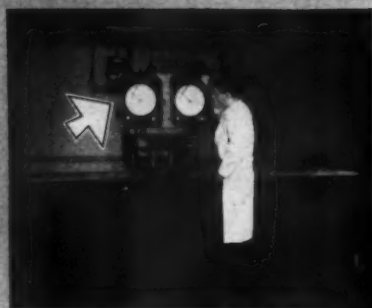


**Reduce Costs...**  
**Get BETTER Quality Products**  
**... BIGGER Profits**

WITH  
**POWERS**  
CONTROL



**58 Years of Temperature and Humidity**



## ACCURATE TEMPERATURE and HUMIDITY CONTROL

of processing operations increases plant efficiency and pays a big return on the investment.

If you have a problem selecting the right type of control for a process, process room, water heater or hot water line control, why not contact our nearest office? There's no obligation. With a complete line of self-acting and air operated regulators and 58 years of experience we may be able to help you select the proper type for your requirements. Phone or write to: THE POWERS REGULATOR CO., 2725 Greenview Ave., Chicago 14, Ill. • 231 East 46th Street, New York 17, N. Y. • 1808 W. Eighth St., Los Angeles 5, Calif. • 195 Spadina Ave., Toronto, Ontario.

OFFICES  
in 50 CITIES  
See your  
Phone Book

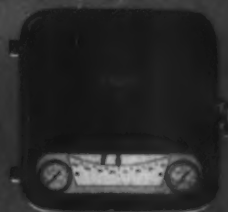
**Control**

MP 2

## SOME OF THE MANY TYPES OF POWERS CONTROL



SERIES 100  
RECORDING REGULATOR



SERIES 100  
INDICATING REGULATOR



No. 10 REGULATOR



No. 11 INDICATING REGULATOR  
Self-Operating



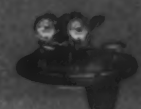
TYPE K  
REMOTE BULB THERMOSTAT



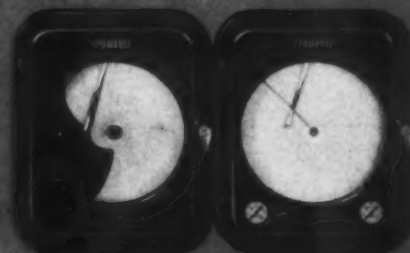
No. 11 REGULATOR



THERMOSTATIC  
WATER CONTROLLER



STATIC PRESSURE  
REGULATOR



TIME CYCLE RECORDING REGULATOR

# POWERS



*At  
Your  
Service  
in  
Supplying  
Natural  
Sausage  
Casings  
for  
68 Years!*

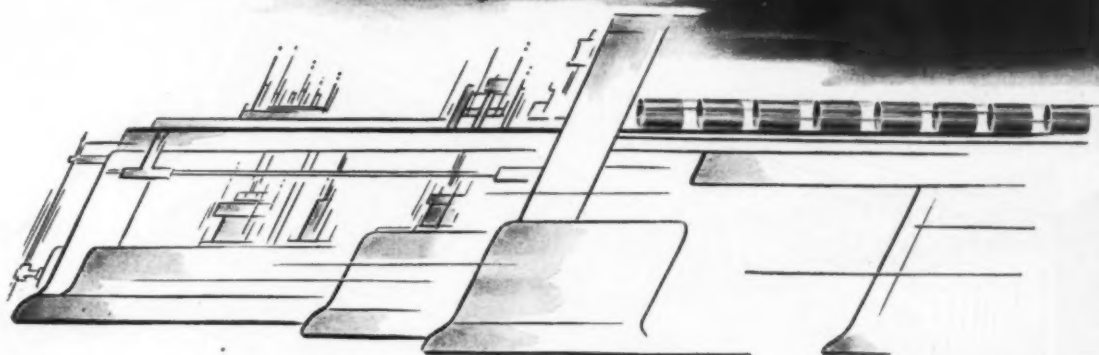
- Since 1882, BERTH. LEVI & CO. has aimed at 100% customer satisfaction . . . and from the enthusiastic response we have received through the years it seems that our aim has been successful. It has always been a great pleasure to work with and serve you of the meat packing and sausage manufacturing industry and it shall be our aim to continue meriting your confidence.

**BERTH. LEVI & Co. INC.**

ASSOCIATE  
MEAT  
AMERICAN INSTITUTE

NEW YORK • CHICAGO • LONDON • BUENOS AIRES • WELLINGTON • SYDNEY

# *Thrillingly* MODERN



*Speed* is always exhilarating—and it's a thrilling sight to stand before one of the vast array of Modern Machines in a modern Crown Can plant and watch Crown Cans shoot out as fast as machine gun bullets!

Crown Can Engineering never stands still either. By constant improvement in manufacturing methods, by accelerating Research and Science, by providing extra Service Facilities to Cannery, Crown Can Company in ten years has become a member of "The Big Three" Can Manufacturers—and the fastest-growing Can Producer of this decade.

Obviously, modern Crown Cans themselves must have the Flawless Quality you want, to set such a record.

## CROWN CAN

One of America's Largest Can Manufacturers

PLANTS AT PHILADELPHIA, BALTIMORE, CHICAGO, ST. LOUIS, HOUSTON, ORLANDO • Division of the Crown Cork and Seal Company

The National Provisioner—October 1, 1949

Page 21



# **ONE SOURCE**

## **...for every meat packaging requirement**



### **Central States products for meat packers**

**O**nly Central States offers a complete line of specialized papers, liners and bags for the meat packing industry. Over 20 products from one convenient source... including many exclusive developments, designed to provide better protection and save you time and money.

Sales offices in principal cities will offer helpful assistance on your packaging. Our plants in St. Louis, Mo., Irvington, N. Y., and Salt Lake City provide prompt delivery everywhere. Write for complete information and samples of Central States packaging products which fill your needs.

## **CENTRAL STATES PAPER & BAG CO.**

**5221 NATURAL BRIDGE • ST. LOUIS 15, MO.**

NEW YORK • CHICAGO • DETROIT • PHILADELPHIA  
CLEVELAND • CINCINNATI

Eastern Plant: IRVINGTON, N. Y.

Western Plant: SALT LAKE CITY, UTAH

**HAM BAG** (patent applied for): A three-wall bag to speed production wrapping and improve appearance.

**A-Q PAPER:** Plastic coated, wet strength, odorless, moisture-resistant Loin Wrap.

**PRO-TEX-MOR PAPER:** Prevents freezer burn. Meat retains natural color and appearance.

**HEART AND LIVER BAG:** Double wall kraft and wax combination or polyethylene.

**FROZEN MEAT TRAY LINER:** Plastic coated, in any size desired.

**BULK PORK SAUSAGE CARTON LINER:** Parchment or greaseproof.

**HAMBURGER DIVIDER SHEETS:** Glassine and rag.

**INTERLEAVED PAPER:** Parchment and rag.

**BUTTER BASKET LINER:** Wax Kraft.

**BARREL TOP:** Fibreen or plastic coated.

**PRINTED FOOD BAG:** White, wet strength M. G. for Premiums.

**LOAF TUBES:** Pliofilm or heat sealed cellophane.

**PORK SAUSAGE BAG:** Pliofilm or heat sealed cellophane.

**CHILE CON CARNE BAG:** Pliofilm or heat sealed cellophane.

**PRINTED PLIOFILM OR CELLOPHANE:** For pre-cut and pre-packaged meat.

**LARD BAGS:** Parchment or greaseproof for export.

**LARD LINERS:** For domestic use.

**POLYETHYLENE LARD DRUMLINER:** Eliminates cleaning drums.

**DIED OUT TREE COVER:** For smoke house.

**DIED OUT BOARD:** For pork sausage.

**BACON BAG:** Bellows pinch bag.





Selling swiftly in busy outlets thruout America are multitudes of fine meat products *seasoned by Stange*. Famous *weiners* from Chicago . . . *luncheon meat* whose name is a "buy" word all over the world . . . delicious *pork sausage* appearing regularly on breakfast tables from coast to coast . . . a *bologna* in the West, *braunschweiger* in the East . . . selling in top volume . . . these, and *hundreds more*, owe a share of their success to "Silent Partners in Famous Foods." Let us give *your* meat product a Taste Difference . . . to make a big Sales Difference. Write today.

*Since 1904*

**WM. J. STANGE CO.**

*"Rhymes with Tangy"*

CHICAGO 12, ILLINOIS • OAKLAND 6, CALIFORNIA

# For high wear resistance... greater utility...choose rugged TOHTZ equipment



## Stationary Dual Purpose HOG VISCERA INSPECTION TABLE

This popular, single pan table is designed primarily for inspection of hog viscera in the smaller plant, but it can serve also as a general utility table for the inspection and washing of offal.

- Extra pan furnished with each table.
- Perforated pans are smooth welded at the corners. Lapped edges assure longer life under toughest wear conditions.
- Stand is welded pipe leg construction with adjustable feet.
- Pans regularly furnished are galvanized. Stainless steel pans available by special order.
- Drain hopper equipped with 2" drain pipe connection.



SPECIFICATIONS NO. 459

Length	Width	Height	Pan Size	Weight
30½"	24½"	31¼"	30"x24"x3"	100 lbs.



## Rollaway or Stationary CALF & SHEEP VISCERA TABLE



No. 471 Size 6'5" x 2'7" x 36" high, as illustrated.

No. 471-1 Same as above but with 2 wheels.

This sturdy Tohtz table can be supplied with casters on the two end legs to make it semi-portable. This is a definite advantage where animals are sometimes killed on beef bleeding rail.

- Equipped with four stainless steel pans perforated with ¼" holes on 3" centers.
- Two large viscera pans measure 30"x24"x3". Smaller 30"x12"x3" pans are for offal.
- Table is all welded construction.
- Solidly reinforced with corner gussets and hot dip galvanized after fabrication.
- Table has sloping bottom with drain.
- Pipe legs have adjustable cast iron feet.

## Consult TOHTZ on your equipment problems!

In the origination, design and manufacture of durable money-saving machinery and equipment, R. W. Tohtz enjoys a definite leadership. That's because Tohtz engineers and designers approach your individual problems with a single objective—to help you achieve a more efficient, more profitable operation. As a result, all Tohtz equipment is engineered for flexibility and economical adaptation to your situation.

Write for information and catalog on the complete Tohtz line . . . includes everything for slaughtering, everything for the meat packing plant. Estimates cheerfully furnished for a single piece of equipment or an entire packing plant.

### R. W. TOHTZ & COMPANY

Makers of R-W Packing Plant Machinery

4875 EASTON AVENUE • ST. LOUIS, 13, MISSOURI

How to turn **VISKING'S** big

# "WEENY WITCH"

## HALLOWE'EN PROMOTION

into money at your meat counter!

She'll boost your Skinless sales because—

1. "Weeny Witch" makes Skinless frankfurters and wieners the national Hallowe'en dish.
2. "Weeny Witch" Parties are just what mothers want—to keep children off the streets. And they can't have "Weeny Witch" Parties without Skinless franks!

### "WEENY WITCH" IS BACK!

Remember the swell job she did for you before? Watch what she'll do now—backed by "The Tender Family" Sunday comics in 84 newspapers read by 28,000,000 families October 23!



## Simple as A-B-C

- A.** Build big mass displays of Skinless frankfurters in your meat showcase.
- B.** Use SKINLESS price cards. Get from your packer.
- C.** Feature "Weeny Witch" counter card on your meat counter—with "Weeny Witch" party books Visking will push in "Tender Family" comic strip.

**IMPORTANT!** Display and advertise related items—Skinless frankfurters and wieners, cider, frankfurter rolls, mustard and doughnuts. Watch the PAY-OFF at your cash register!

# Skinless

SKINLESS FRANKFURTERS AND WIENERS

"Sure to be Tender"

THE VISKING CORPORATION, Chicago 38, Illinois

# **PIN-TITE Reinforced Shroud Cloths** **FORM-BEST Full-length Stockinettes**

**help you process meats  
faster...better...more economically!**



**FORM-BEST** Full-length Stockinettes are stronger . . . more elastic . . . less absorbent . . . the most economical stockinettes to use.



**PIN-TITE** Reinforced Shroud Cloths are stronger . . . easier to apply . . . the most economical shroud cloths to use.

**PIN-TITE and FORM-BEST** are manufactured only by  
The Cincinnati Cotton Products Company and sold either directly or  
through their brokers.

**SEATTLE**  
Birkenwald Inc.  
Main 4622

**PORTLAND**  
S. Birkenwald Co.  
Atwater 1343

**LOS ANGELES**  
B. W. Campton  
Kimball 7195

**SAN FRANCISCO**  
Irving Zeiler  
Skyline 1-7327

**CHICAGO**  
The Cincinnati  
Cotton Products Co.  
Enterprise 4666

*The Cincinnati Cotton Products Co.*

CINCINNATI 14, OHIO



PROTECTION  
AGAINST RANCIDITY  
IN ANIMAL FATS  
AND OILS

PROTECTION  
FOR THE  
FINISHED  
FOOD PRODUCT

**Sustane**  
TRADE MARK

THE EFFECTIVE  
ANTIOXIDANT

**\*APPROVED**

The use of butylated hydroxyanisole in specified quantities in animal fats and shortenings containing animal fats has been approved by the U. S. Dept. of Agriculture, Bureau of Animal Husbandry, Meat Inspection Division. See Memorandum 118, Dec. 13, 1948.

■ For protection against rancidity in animal fats and oils . . . *plus* longer shelf life for the end products in which they are used . . . add Sustane. This remarkable new antioxidant developed and marketed by Universal Oil Products Company, carries through the baking process to maintain product quality all along the line. A highly purified grade of butyl-hydroxy-anisole, Sustane\* (in crystalline or solution form) is easily added to your product. A single pound is often sufficient to protect lard in quantities up to 20,000 pounds . . . at costs of 1/20 cent per pound and lower. Sustane imparts no detectable color, odor or flavor.

Consider the problem of rancidity in your lard . . . and in the baked products in which it is used . . . then discuss the problem with Universal. Find out how you can sustain quality with Sustane.

INHIBITOR DIVISION

**UNIVERSAL OIL PRODUCTS COMPANY**

310 South Michigan Avenue, Chicago 4, Illinois

Send me additional information on the new antioxidant Sustane today!

Name

Position

Company

Address

City  Zone  State

Application for Sustane

*Adjustable "ALL PURPOSE" Automatic*  
**TY SAUSAGE LINKER**

*For Artificial, Sheep and Hog Casings*

Portable  
 Man Hour and Space Saving  
 Use of Unskilled Operators  
**UNIFORMITY OF SIZE**  
 Just Connect With Light Socket  
 Automatic Feeding  
 Improved Product Appearance

Any Length, 3 1/4" to 6 1/2", 114 Links Per Minute			
"	"	1 " " 2 "	114 " " "
"	"	7 " " 13 "	57 " " "

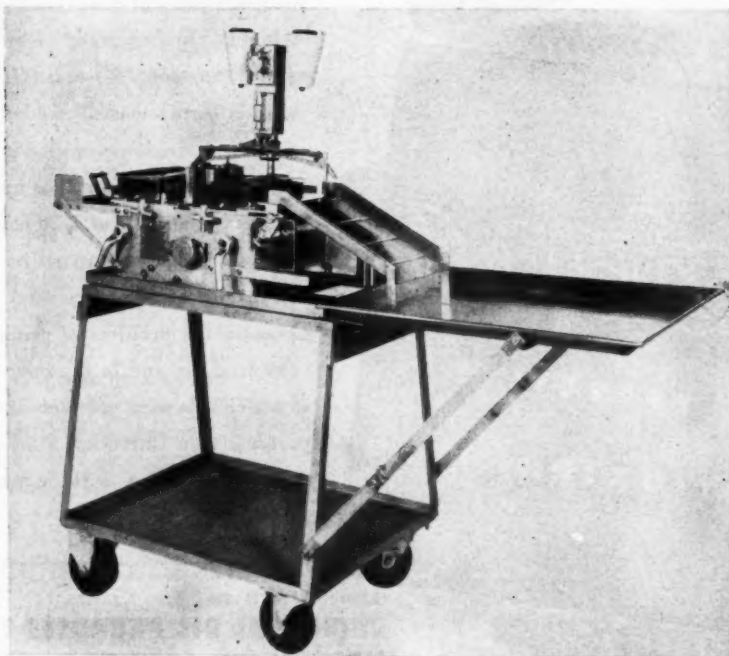
Any Diameter Up to 35 mm.  
 Diameters Up to 18/20 mm. Can Be Double-Tied

Change Lengths in 2 Minutes  
 Change Diameters in 2 Seconds  
 Change to "COCKTAILS" in 5 Minutes

*Over 2000 Ty Linkers in Use!*

WEIGHT: 210 lbs.      WIDTH: 20"  
 LENGTH: 36"      HEIGHT: 31"

===== **ON THE MARKET SINCE 1939** =====



**OUR NEW COMBINATION SERVICE TRUCKS**

"TILT TOP" for Easy Cleaning—Adjustable EXTENSION PAN—  
 CORRECT HEIGHT for Efficient Feeding—All STAINLESS STEEL  
 —58" Long, 35" High, 24" Wide—Ideal for PERMANENT LOCATION

—WRITE FOR SPECIAL CIRCULAR—

**LINKER MACHINES, INC.** 39 DIVISION STREET  
 NEWARK 2, N. J.

*Saving the Industry 18,000,000 Man Hours Annually*



## BATAVIA BODIES

*Hit the Bull's Eye on Every Count!*

- Eye Appeal
- Quality Construction
- Long Life
- Economical Operation
- Stops Spoilage
- Increases Profits
- Adds New Customers

BATAVIA refrigerated delivery assures finest quality, maximum sales, no spoilage returns, increased profits.

No matter how long the route, no matter how hot the day, a BATAVIA refrigerated body delivers your meat at cooling room temperatures and maintains quality. This means more sales, more outlets, more profits.

That's why a BATAVIA refrigerated body starts paying off right from the first day. Ask us to prove it.



## BATAVIA BODY COMPANY

BATAVIA, ILLINOIS

*Custom-built Refrigerated Bodies*

✓ Check these  
**JOURDAN**  
 features  
**NOW** Available  
 in  
 Stainless Steel



Manufactured under patents of William Jourdan, inventor

### 1. HOT WATER COOKER

Simple and economical to operate . . . the JOURDAN Process Cooker cooks with or without color. Loaded cages or trucks are simply rolled in from the smokehouse . . . and presto, the job is finished! The results are always the same . . . perfectly cooked sausage that is eye-appealing and sales-inviting!

### 2. VAPOR COOKER

Another JOURDAN triumph! The JOURDAN Vapor Cooker is especially designed and equipped with piping and fittings to vaporize steam. The JOURDAN VC does an outstanding cooking job . . . supersedes the old-fashioned steam box.

### 3. EASY TO OPERATE

All types and models of JOURDAN Cookers are equipped for fully automatic operation, and come complete in marked unit construction for speedy assembly.

### 4. STANDARD OR SPECIAL MODELS

Whatever your particular requirements, there is a JOURDAN Cooker ready to fill the bill. Three standard cabinet models, the single, the double and the twin, adequately fill most needs. Send for dimension chart to use when submitting the necessary information for proper application . . . or to determine exact dimensions for special-built models.

► The famous JOURDAN PROCESS COOKER offers so many outstanding advantages that it has become the only "logical" sausage cooking method for scores of packers and sausage-makers throughout the country. The JOURDAN cooks a full cage of sausage directly on the rail, thus eliminating handling of product . . . it saves costly labor . . . it cooks faster, better and more economically . . . produces greater shrink savings . . . eliminates burst, broken and tangled sausage . . . applies color as sausage cooks . . . and the JOURDAN assures a cleaner, improved product with cooked-in sales appeal! Four types of construction meet the taste and the pocket-book of the individual. The regular JOURDAN PROCESS COOKER, the Stainless Steel JPC, the Semi-Stainless Steel JPC and the new galvanized and Stainless Steel Trim JPC all accomplish the same outstanding results that has made the JOURDAN method the industry's standard practice. Investigate the JOURDAN today . . . send for detailed story!

## JOURDAN PROCESS COOKER CO.

814-832 West Cullerton St. (20th Street) • Chicago 8, Illinois • Phone CA nal 6-3846



# NEVERFAIL

THE *Pre-Seasoning* CURE  
FOR SAUSAGE MEATS, HAM AND BACON

PRICED TO A STANDARD . . . NOT STANDARDIZED TO A PRICE

## MAYER'S

*Special*  
PREPARED SEASONINGS

### OUR **FORESIGHT** HAS BEEN YOUR PROTECTION

"The Man Who Knows"



"The Man You Know"

Some strange things have happened . . . and continue to happen . . . in the world spice markets. Available supplies of raw spice have dwindled . . . and prices have gone to astronomical heights.

Despite such high prices and short supplies, the *tried-and-tested formulas* for H. J. Mayer's Cures and Seasonings remain unchanged! Let some others yield to temptation and resort to substitutes. The honesty and integrity of the H. J. Mayer organization continues to safeguard the sales-making flavor of your products.

One function of our organization is to act as your purchasing agents . . . to exercise foresight in protecting your supply of the world's finest curing and seasoning compounds. Another of our functions is to render advisory service. Let us assist you in compounding special seasonings keyed exactly to the taste preference of *your* customers, wherever and whoever they are. That's the way to win a loyal following for your brands.

Using these *prepared* seasonings gives your products consistently *uniform* flavor . . . from batch to batch, and from year to year. In addition you save the time and labor spent on compounding your own mixtures.

Inquire about using Mayer's Special Seasonings and Curing Compounds for *all* your meat specialties. Write today!

## H. J. MAYER & SONS CO., INC.

6815 SOUTH ASHLAND AVENUE

CHICAGO 36, ILLINOIS

Plant: 6819-27 South Ashland Avenue

IN CANADA: H. J. MAYER & SONS CO. (Canada) Limited, WINDSOR, ONTARIO

# Vogt Products

**USE THESE BETTER**

**For Today's Tough Service Demands**



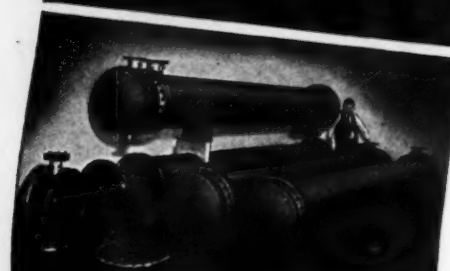
## EFFICIENT AND DEPENDABLE STEAM GENERATION

Vogt steam generating units are designed to give maximum rating in a minimum of space with high efficiency and low maintenance expense. Bent tube types and straight tube, forged steel sectional header types to burn solid, liquid or gaseous fuels, as desired, meet every power, heating or process requirement.



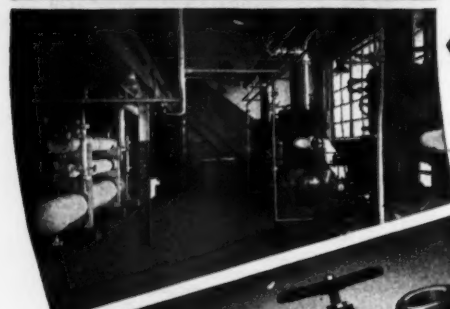
## PROCESS EQUIPMENT FOR EVERY SERVICE

Still, towers, oil chilling machines, filter presses, heat exchangers, etc. are constructed to all Codes. They meet all demands for operating security and trouble-free performance and help to lower costs in important process industries around the world.



## SPECIAL MATERIALS FIGHT CORROSION AND PRODUCT CONTAMINATION

Our modern shops produce a wide variety of equipment made from special metals and alloys to combat corrosion, and product contamination or discoloration. Fabrication procedures employed insure that corrosion resistant properties of welds will match that of the materials from which units are constructed.



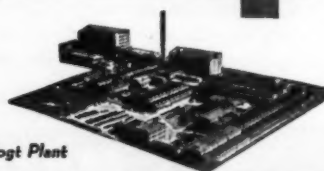
## MORE TONNAGE AT LESS COST

Over 60 years of manufacturing experience, engineering and research stand behind Vogt refrigerating and ice making machinery. Absorption Systems, Compression Systems, and the Automatic Tube-Ice Machine in a wide range of capacities serve in leading petroleum refineries, chemical plants, ice and cold storage plants, dairies, packing plants, etc., at home and abroad.



## DROP FORGED FOR EXTRA TOUGHNESS AND LONG-TIME SERVICE

Vogt valves, fittings and flanges, for top performance in oil, water, air, gas, and ammonia services, at high or low pressures and temperatures, are available drop forged entirely from carbon steel or stainless steel. Valves can be furnished in a combination of materials by using stainless steel for parts affected by service temperature or corrosion, and less expensive alloys or carbon steel for other parts.



Air View of Vogt Plant

**HENRY VOGT MACHINE CO.**  
LOUISVILLE 10, KENTUCKY

BRANCH OFFICES: NEW YORK, PHILADELPHIA, CLEVELAND, CHICAGO, ST. LOUIS, DALLAS



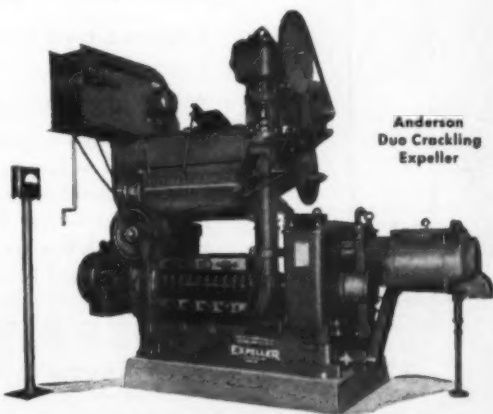
## ***When Three Heads Are Better Than One***

We're thinking particularly of those periodic occasions when you sit down with figures and facts and wonder about the quality of your pressed cracklings and the efficiency of your equipment. Well, for such occasions we think three heads are necessary—(1) the Operating Head (2) the Production Manager and (3) the Anderson Engineer. An Anderson Engineer knows what other plants are doing with the same type of equipment you have. Your Production Manager knows what's going on in your crackling department. With this information, you can judge what your plant should be doing. *Only when you three meet together can you eliminate inefficiencies and improve quality in your crackling department.* Call such a conference today. An Anderson Engineer will gladly participate without obligation. Write today asking an Anderson Engineer to call.

### **THE V. D. ANDERSON COMPANY**

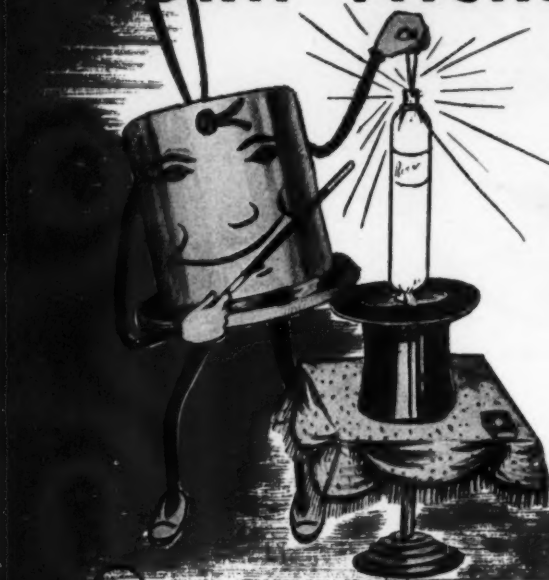
1965 West 96th Street • Cleveland 2, Ohio

\*Exclusive Trade Mark Reg. in U.S. Pat. Off. and in Foreign Countries



***Only ANDERSON makes EXPELLERS\****

# TORN PACKING LOSSES



*If You Missed the Convention—  
you can still take advantage of  
"Fasties" free offer—you can  
see for yourself the advantages  
of "Fasties"*

## FASTIE\* CLOSURES and LOOPS

- **Increase Production**—Fasties speed up casing ties 100%  
Increase stuffing capacity 7% to 15%.
- **Cut Costs**—They make use of stockinettes unnecessary.
- **Cut Losses**—Fasties assure straight hangs, a precaution  
against sausages falling from smoke sticks.

*See For Yourself*

Send us 25 of your artificial casings. We will apply FASTIE  
Closures and Loops and send them back to you.

### JOIN THESE PROFIT-WISE PACKERS—USE FASTIES

Swift — Wilson — Cudahy — Tobin — Colonial — Gobel —  
Stahl-Meyer — Saratoga — Hygrade — Trunz — Felin — Karl  
Seiler — Girard — Burke — Goetze — Esskay — Briggs —  
Davis-Davies — Kay Brand — H. H. Meyer — Dubuque —  
Merkel — A & B — Durr — Stark Wetzel — H. F. Bush Co. —  
Krey — Smithfield Packing.



\*Pat. U. S. and Canada

## HERCULES FASTENERS, INC.

1140-1146 EAST JERSEY STREET, ELIZABETH 4, NEW JERSEY

THE GRIFFITH LABORATORIES

(Mexico, South America,  
West Indies Distributors)

C. A. PEMBERTON & CO., LTD.

187-189 Church Street  
Toronto, Canada  
(Canadian Distributors)

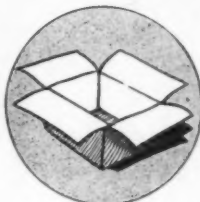




*Papers*

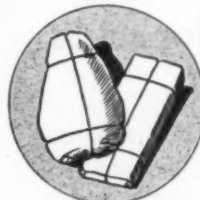
FOR THE **PACKING**

**HOUSE . . .**



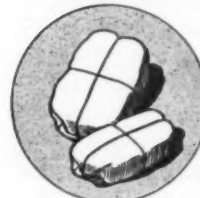
**BOX LINERS for**

Pork and Beef Trimmings  
Fresh and Frozen  
Sausage  
Link and Bulk  
Between-layer Sheets  
Hearts, Tongues, Livers, Spare  
Ribs, Neck Bones  
2 - 28\* Export Lard  
600\* - Export DS Meats  
600\* - Export SP Meats



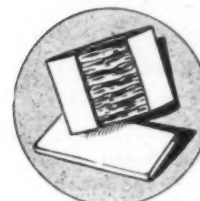
**SMOKED MEAT  
WRAPPERS**

Hams  
Bacon



**FREEZER**

Green Hams  
Bellies  
Boneless Beef and Pork



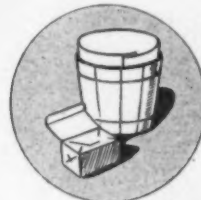
**SLICED BACON WRAPS**

Layer Pack  
Complete Wrapper  
Mullinix Package  
Conveyor Sheets

**PARCHMENT - WAXED - LAMINATED  
GREASEPROOF - SPECIAL TREATED  
PLAIN AND PRINTED**

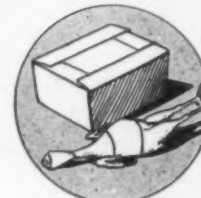
**LARD**

Carton Liners  
Export Box Liners  
Circles and Tub Liners



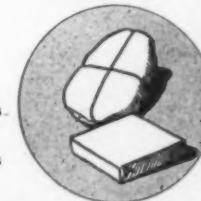
**POULTRY**

Box and Barrel Liners  
Individual Wrappers  
Head Wrappers  
Giblet Wrappers



**MISCELLANEOUS**

Tamale Wrappers  
Liners for Meat Tins  
Liners for Cooked Ham Retainers  
Wrappers for Cooked Hams,  
Fores, Hinds, Primal Beef Cuts  
Covers for Slack Barrels



*Kalamazoo Vegetable Parchment Company*

PARCHMENT, MICHIGAN

DEVON, PENNA.

ASSOCIATE COMPANIES

KVP COMPANY OF TEXAS  
HOUSTON, TEXAS

HARVEY PAPER PRODUCTS CO.  
STURGIS, MICHIGAN

IN CANADA

KVP COMPANY LIMITED  
ESPANOLA, ONTARIO

APPLEFORD PAPER PRODUCTS LIMITED  
HAMILTON, ONTARIO • MONTREAL, QUEBEC



# JUST ONE INGREDIENT

## Improves SAUSAGE 7 Ways!

*BOOSTS SALES...  
PROFITS, TOO!*

## LAND O'LAKES

Improved Roller Process  
**NONFAT DRY MILK SOLIDS**



*Texture, flavor, appearance, slicing quality, color, nutrition, binding—all get a boost from the simple addition of the New, Improved LAND O' LAKES Roller Process Nonfat Dry Milk Solids to your sausage formulas.*

Increased yield and lower cost are other benefits, because this superior nonfat dry milk solids absorbs from one to almost two times its weight in moisture. In every way it is a decided quality-improver, developed by LAND O' LAKES to make your sausage products faster selling and more profitable.

CONTINUOUS SUPPLY OF ROLLER PROCESS DRY MILK AVAILABLE EVERYWHERE—QUICKLY

*Immediate Delivery Through Branches and Brokers in Principal Cities, or write LAND O' LAKES Creameries, Inc., Minneapolis 13, Minnesota*

In drums, barrels, and the NEW, handy 100 lb. and 50 lb. Multi-wall bags.



QUALITY *Plus* FOR Every USE

*Look* what's come over Liver Sausage!

it's *Saran Film*



new "net weight packaging"  
that sells!



SARAN FILM—it's the new look in liver sausage! It's designed to deliver your product to market *fresher, cheaper* and with more *sales appeal* than ever before. Saran Film guards against drying out and protects original goodness against exposure to air or moisture. There is no profit loss due to shrinkage or waste.

This new "net weight packaging" idea makes possible a consumer unit package that is especially attractive to self-service markets. The sparkling transparency, the ease with which it's handled and the fresh, clean look all add up to more sales appeal for your product.

**SELL MORE LIVER SAUSAGE THAN EVER BEFORE!**

Write in today for additional information on this amazing new packaging material and find out how it may apply to your product.

PLASTICS DIVISION PACKAGING SECTION—LS-2

**THE DOW CHEMICAL COMPANY • MIDLAND, MICHIGAN**

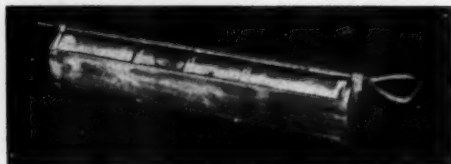
- **protects**—Quality, appearance and quantity are well preserved. No shrinkage or waste.
- **flavor**—Fully protects the flavor from the time it's packed until the time it's used.
- **convenient**—Self-serve markets demand this neat appealing package that's easy to handle.
- **tough**—Highly resistant to attack by acids, alkalies, fats, organic solvents and salt solutions.
- **inexpensive**—You pay no premium for this superior liver sausage package.

**DOW**

*Plastics*

# DIPPEL EQUIPMENT BOOSTS QUALITY, LOWERS COSTS

... as demonstrated at the A.M.I. Convention!

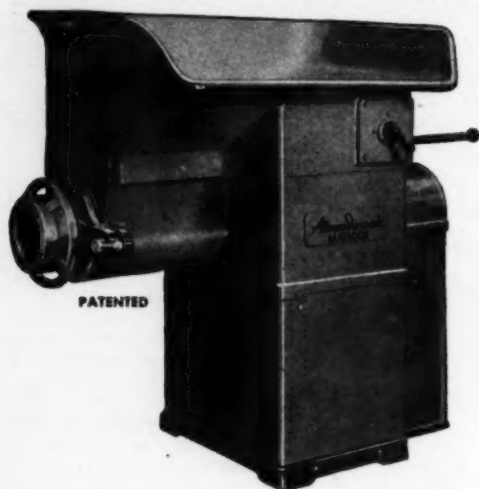


PAT. PENDING

## NEW MEAT MOLD STEPS UP CHIP STEAK PRODUCTION

Specially designed mold for faster production of chip steaks and wafers. Produces a firm tender loaf that can be easily handled on slicing machine for desired thicknesses.

## New! REVOLUTIONARY ALEXANDER MATADOR MEAT AND SUET GRINDER



PATENTED

An amazing new engineering achievement that insures continuous rapid grind of meat and suet without heating the product. Incorporates many exclusive operating and safety features. Backing up of meat or suet is practically impossible. Plates and knives are easily and quickly removed for cleaning. Completely enclosed motor is housed in base of the grinder for silent and efficient operation, at low cost. Plates  $5\frac{1}{4}$ " and  $6\frac{3}{4}$ ".

Complete detailed information upon request

# C. E. DIPPEL & COMPANY

126 LIBERTY STREET

NEW YORK 6, NEW YORK

## DIANA DICING MACHINE



**Cuts** FATS—PORK—FRESH  
and BOILED BEEF —  
LAMB — VEAL —  
CHICKEN and ALL  
KINDS OF FRUITS,  
VEGETABLES, Etc.

In Uniform Cubes from  $\frac{7}{32}$ " to  $1\frac{1}{2}$ ". Also cuts plates  $1\frac{1}{2}$ " sq. from  $\frac{1}{16}$ " up, and strips up to 5" in length. Capacity up to 1800 lbs. per hour. Many prominent Packers and Cannerymen are satisfied users of the Diana Dicing Machine. Occupies only  $2\frac{1}{2}' \times 3'$  space.

Write for Details on the New Large Size Diana

## Kaufmann "55" Brand SOLINGEN Cutlery

- KNOWN THE WORLD OVER FOR HIGHEST QUALITY.
- Forged of the Finest Carbon Steel, and Perfectly Balanced and Tempered—guaranteed to keep an edge.



No. 8042 Butcher Steak Knife. Sizes 5" to 14".

No. 8043 Climber Pattern Steak Knife, also available.



No. 8048 Standard Blade Boning Knife.  
Length of blade, 5"- $5\frac{1}{2}$ "-6".



No. 8039 Narrow Blade Boning Knife.  
Length of blade, 5"- $5\frac{1}{2}$ "-6".

Let us send you our catalogue and prices



# Introducing:

A NEW SHAPE, IN TWO SIZES, TO OUR GROWING  
LINE OF STAINLESS STEEL HAM BOILERS.

Adelmann Ham Boilers have unusual and exclusive features, with demonstrated practical advantages. Elliptical springs, self-sealing cover, simplicity and speed of operation, easy cleaning, and long life—all contribute their part toward successful results. Hams are firmly moulded, have full flavor, and appetizing appearance. Hams produced in Adelmann Ham Boilers really sell!

Made in two size

E2WE ..... 12-14 lbs.

E2WDE ..... 14-16 lbs.



## HAM BOILER CORPORATION

Office and Factory, PORT CHESTER, N. Y.

Write for  
**FREE  
BOOKLET**  
*"The  
Modern  
Method"*

**ADELMANN — "The Kind Your Ham Makers Prefer"**

# NEW! BETTER!



**\$15<sup>25</sup>**  
FOB SHIPPING  
POINT

## EBSCO STAINLESS STEEL SAUSAGE TUBS

(100 POUNDS CAPACITY)

These new Stainless Steel Tubs are manufactured of 20 Gauge Stainless Steel, #2-B dull finish. Use Sausage Tubs made from Stainless Steel to avoid corrosion and for sanitary handling of your products.

SIZE: No. 3 — DIAMETER: 18 INCHES; WIDTH: 13 INCHES  
WEIGHT: 10 LBS.; \$15.25 FOB SHIPPING POINT

**Immediate Delivery for Orders Placed Promptly**

## EBSCO SMOKE STICK STORAGE TRUCK

For storage of smoke sticks — excellently constructed, fabricated of 12 gauge steel with 1/4" by 2" steel bands. All electric welded and hot dipped galvanized after fabrication. Rolls on 3" swivel casters, furnished in either steel wheels or rubber tired.

Overall width . . . 38"

Overall height . . . 34"

Overall length . . . 34"

No. 9 — Plain bearing metal wheels . . . \$34<sup>25</sup>

No. 9-R — Rubber tired roller bearing wheels . . . \$38<sup>25</sup>  
FOB shipping point.



## EBSCO

### MEAT AND OFFAL TREES

Welded and hot dipped galvanized after fabrication.

No. 4

12 hooks . . . \$7.60

16 hooks . . . \$9.65

FOB shipping point.



**YOUR MAIL ORDERS RECEIVE IMMEDIATE ATTENTION — AND ARE FILLED PROMPTLY!**

# ENTERPRISE INCORPORATED

SERVING THE MEAT INDUSTRY SINCE 1905

Elm and Market Sts. Dallas, Texas

**MEAT PACKERS' AND SAUSAGE MANUFACTURERS' SUPPLIES AND EQUIPMENT**

HERE'S THE LESSON THAT'S PAYING-OFF IN  
MORE THAN 1,000 PACKING PLANTS

*The  
Townsend  
Bacon Skinner  
assures at least  
1% greater yield*

No other method approaches the Townsend for close-cutting, high-yield performance. From bellies of any average, Townsend guarantees 1% higher yield—and ordinarily delivers at least 2%.

The Townsend Bacon Skinner, pictured below, is designed to do one special job—skin bellies, fresh or smoked. Its greater speed means higher output per man-hour. Its closer trim means higher yield per belly. Whether your plant is large, medium or small, both together mean a higher profit margin for your provision department—and for your over-all operation.



The Townsend Bacon Skinner (Model 52) is a worthy companion to the Townsend Pork-cut Skinner (Model 35) the versatile machine that reduces the cost of skinning any pork cut.



**TOWNSEND ENGINEERING COMPANY**

315 East Second Street

Des Moines 9, Iowa



# SYLVANIA CASINGS

*PROMOTE  
Your Brand Name  
with  
Every Slice*

Special attention  
to individual designs  
printed in color



## SYLVANIA DIVISION AMERICAN VISCOSE CORPORATION

Manufacturers of cellophane and other cellulose products since 1929

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Casings Division: 111 North Canal Street, Chicago 6, Illinois

Distributor for Canada: Victoria Paper & Twine Co., Ltd., Toronto





# Atmos

## SMOKEHOUSES

have built their reputation  
by offering "MORE"....

ATMOS now offers:

### OVERHEAD

## DISTRIBUTION

Check these important features:

1. Completely sanitary
2. No regulating necessary
3. Guaranteed temperatures
4. Smokes, cooks, showers in 1 operation
5. Minimum shrink
6. Faster smoking time
7. Labor saving
8. Stainless Steel construction



ATMOS

USERS...  
are satisfied users!

Agar Packing & Provision Corp.  
Arabi Packing Co., Inc.  
Brown & Scott Packing Co.  
Canton Provision Co., The  
Wm. Davies Co., Inc.  
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Sausage Meat Products Co.  
Smith Packing Co.  
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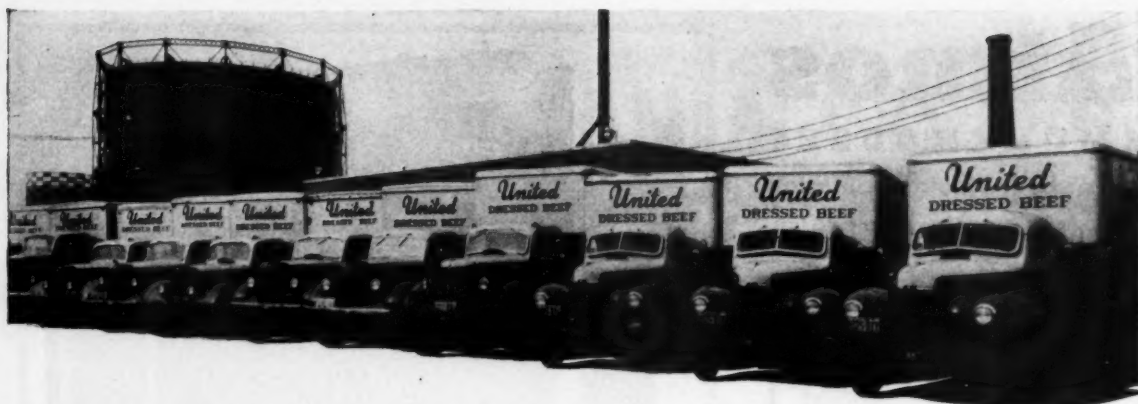
Send for complete literature and information  
Write for List of Cold Packing House Equipment  
Produced by Atmos Corporation

The famous ATMOS SYSTEM is *not* a heating unit or a smokemaker! It is an Air-Conditioned, Engineered and Controlled Smokehouse System that guarantees uniform temperatures throughout the house, provides new savings in shrink, and increases production while decreasing the smoking time. The ATMOS SYSTEM applied to your present layout will provide: independent smoking conditions . . . savings in fuel and sawdust cost . . . time savings . . . drying and smoking in a single operation . . . minimum shrinkage . . . proper air and smoke penetration . . . uniform temperatures . . . elimination of need for external cooking . . . completely automatic control. Write today for estimates and suggestions for improving your present smokehouses.

**Atmos CORPORATION**

955 W. SCHUBERT AVE. • CHICAGO 14, ILLINOIS

Established in 1932



**Millions of pounds shipped a year with minimum spoilage  
... using the low-cost, positive protection**

of **DRY-ICE** TRADE MARK REFRIGERATION



For shipping fresh smoked, cured and canned meat and meat products of all kinds—in railroad refrigerator cars and trucks—meat packers find “DRY-ICE” affords them positive refrigeration and a minimum spoilage loss.

For low costs—inexpensive equipment—and refrigeration when you need it, use “DRY-ICE” for positive protection of perishable meat products.

Write your nearest Pureco office or warehouse for the interesting article: “How Kingan and Other Firms Use “DRY-ICE” in Rail Truck Transport.” Use the margin below for your name and address.

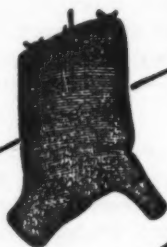


**PURE CARBONIC, INCORPORATED**

General Offices: 60 East 42nd Street, New York 17, N. Y.

NATION-WIDE “DRY-ICE” SERVICE-DISTRIBUTING STATIONS IN PRINCIPAL CITIES

whatever your product  
there's an  
**ADLER STOCKINETTE**  
to cover it



**THE ADLER COMPANY**  
Quality for Over 80 Years

**Main Office: Cincinnati 14, Ohio**  
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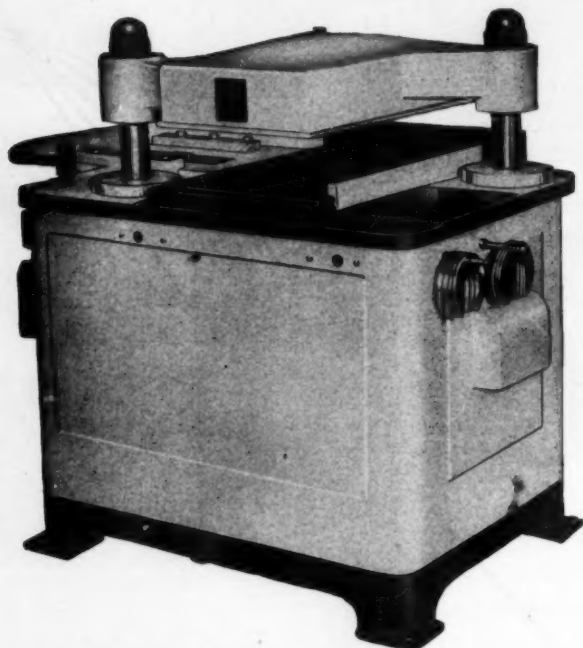
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800 N. Clark St.  
Chicago, Ill.

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**WORLD'S LARGEST KNITTERS OF STOCKINETTE FABRICS**

# Net gain of \$26.70 per 1000 lbs. of bacon formed

## ... with the **Bacon-Master former**



Many packers are under the impression that one must slice huge quantities of bacon each week to be able to afford a bacon forming machine, AND IT JUST AIN'T SO and we are prepared to prove it!

One of our prominent St. Louis packers ran a comparative test for us recently—the results are shown opposite—which indicate that if any packer slices the bacon obtained from only 150 hogs per week, the increased yields obtained by forming the bacon first, will pay for the machine in less than one year's time, which ought to satisfy anyone seeking to make a fast, honest dollar. Where, or how else, could anyone safely invest money to so quickly and legitimately, yield so great a return on their investment—we'd buy part of that deal ourselves!

There are other benefits to be obtained by forming the bacon too. Easier, faster and more uniform packaging are direct results of the forming operation and the finished product takes on a better appearance, which adds greatly to its eye and sales appeal. Almost invariably, packers report that after installing a forming machine their sliced bacon business doubles and even triples itself. Slab bacon too can be formed, with skin on, to greatly improve its appearance.

Without a bacon forming machine YOU CAN'T BE COMPETITIVE ON SLICED BACON and you are PAYING \$2.67 per hundred pounds for the dubious privilege of doing without one! Why not order a BACON-MASTER former today—deliveries are good—and start putting this money into your pocket instead of letting it disappear into thin air?

We invite your inquiries, which will receive our prompt attention.

**BACON-MASTERS ARE USED THROUGHOUT THE U. S. AND IN CANADA AND MEXICO!**

COMPARATIVE SLICING TEST			
SLICING UN-FORMED 12 LB. AVERAGE BACON:			
YIELD	PERCENTAGE OF TOTAL	WHOLESALE WORTH LB.	YIELD PER 100 LBS.
Grade No. 1 Slices..	82.08%	\$0.62	\$50.889
Grade No. 2 Slices..	10.83	.44	4.765
Grade No. 3 Slices..	2.50	.35	.875
Scraps to Sausage..	2.50	.15	.375
To Tankage.....	1.41	.04	.056
Cutting Loss.....	.68	..	..
	100.00%		\$56.960

SLICING FORMED 12 LB. AVERAGE BACON:			
YIELD	PERCENTAGE OF TOTAL	WHOLESALE WORTH LB.	YIELD PER 100 LBS.
Grade No. 1 Slices..	91.20%	\$0.62	\$56.544
Grade No. 2 Slices..	4.00	.44	1.760
Grade No. 3 Slices..	3.20	.35	1.120
Scraps to Sausage..	1.30	.15	.295
To Tankage.....	.25	.04	.010
Cutting Loss.....	.05	..	..
	100.00%		\$59.629

RECAPITULATION:  
 Realization on 100 lbs. Formed Bacon.....\$59.63  
 Realization on 100 lbs. Un-formed Bacon... 56.96  
**NET GAIN BY FORMING 100 LBS.....\$ 2.67**

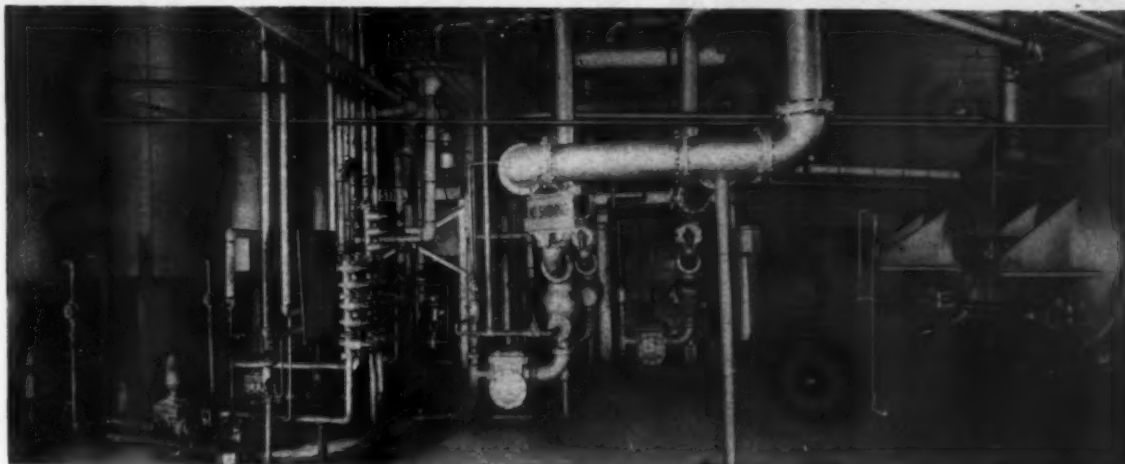


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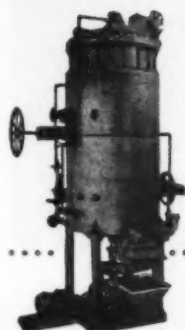
(Successors to Lou Menges & Associates)

ST. LOUIS 15, MO.





*Batch Type Solvent Extraction Equipment for Meat Scrap Rendering*

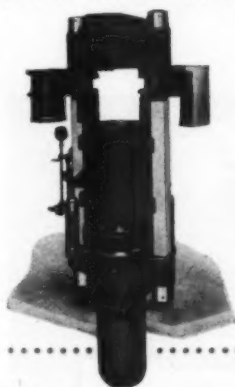
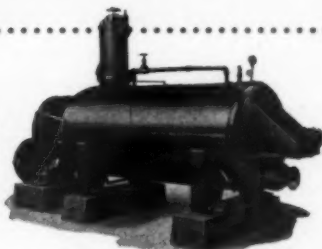


#### **FRENCH VERTICAL COOKER**

Built-in Percolator Receiver or Sub Kettle. Edible or inedible rendering. Sectional construction all of special non-rusting metal. Maximum efficiency in every capacity.

#### **HORIZONTAL COOKER**

Made in sizes to fit all needs for jacket and internal pressures up to 100 lbs. Meets A.S.M.E. specifications.

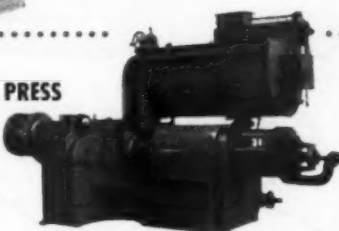


#### **HYDRAULIC CURB PRESS**

Here is the only press with floating heated curb. Gives increased yields at no increase in operating cost. Unusually heavy construction means longer life of trouble-free service.

#### **MECHANICAL SCREW PRESS**

Large capacity gives low operating cost per ton of material pressed. The ideal unit for mechanical pressing operations.



*Here's what leading renderers are saying about:*

**FRENCH  
RENDERING  
MACHINERY**

"We have found that the FRENCH system is completely sanitary and definitely fool-proof." "Since installing FRENCH Rendering Equipment, our operating costs have taken a dip and our profits are showing a daily increase." "Our finished cracklings are bringing higher prices thanks to higher protein percentage ... and thanks to FRENCH engineering 'know-how'."

The giant strides made by FRENCH in the field of modern inedible rendering are well illustrated by the new FRENCH Solvent Extraction Units and the new FRENCH Solvent Extraction Method. FRENCH has engineered a system that requires no manual handling of product during the entire process. FRENCH also offers a combined set-up to be used alongside present equipment under modified manual methods.

FRENCH Dry Rendering Equipment is the finest that modern engineering has produced in this field. Individual units and over-all efficiency are of substantially higher quality because units are engineered to produce a perfect working combination! Consult a FRENCH Expert for complete rendering satisfaction!

**FRENCH  
OIL MILL MACHINERY CO.**

**PIQUA, OHIO, U. S. A.**

*Small Packer!  
Big Packer!*

This machine will save at least  
**50%** ON FROZEN MEAT SLICING



Now, a small packer can enjoy the same operating and production savings as the big packer. If you slice only 50 blocks of meat daily, the Consolidated Automatic Frozen Meat Slicer does it faster, cheaper, pays for itself and returns a profit in less than a year. Production can be doubled while costs are halved! One user\* says: "We now slice more meat with

three operators in five hours than we used to with five men working two shifts a day for three days."

Easy to load. Handles blocks up to 39" x 12"; cuts up to 4" slices. Completely automatic. Stainless steel table moves two big blocks of meat to knife. Easy to buy. Small down payment. Monthly payments out of savings.

Write now for Engineering Report No. 75.



**"DIXIE CAST"  
LOAF MOLDS  
AND HAM BOILERS**

Unbreakable, non-corroding, non-porous. Lightweight, easily cleaned. New Dixie Cast Alloy, with stainless steel springs that last indefinitely.



**"DIXIE CAST"  
MEAT SHOVELS**

Weight, 5 lbs. Half the cost of stainless steel. Sturdy Dixie Cast Alloy. Polished finish, easy-slip blades. Easily cleaned. Standard shapes and sizes.



**ELECTRIC  
SKINNING KNIFE**

Produces more No. 1 hides and unscarred carcasses. Completely safe. Removes hides from smallest milk calf to large cattle. Proved by years of service. Outskins any knife on the market today.

### Production Problems Solved!

If you're looking for cost cutting, higher production ideas, consult our engineering department. Let us show you how we've saved thousands of dollars for scores of packers.

\*Name on request

**Consolidated  
ENGINEERING ENTERPRISES**

800 N. Clark Street, Chicago 10, Illinois • Phone Whitehall 2-2212

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"HONEY SWEET" SUGAR CURE —

CONTAINS THE NECESSARY AMOUNT OF  
ESPECIALLY PREPARED SUGAR, AND NO SALT

- ★ MOST UNUSUAL COLOR
- ★ FINE, SWEET FLAVOR
- ★ LONGEST PRESERVATION

OF CURED SAUSAGE AND S. P. MEAT

Manufacturers of Binders, Seasonings, Dry and Liquid  
Seasoning Compounds

**AFRAL**

**C O R P O R A T I O N**

**1933 SOUTH HALSTED ST.**

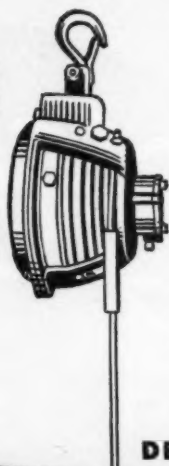
**CHICAGO 8, ILL.**

Take the Hard Work out of Killing

with this

## BETTCHER CARCASS SPLITTER

The splitter that changes minutes into  
seconds . . . and cost dollars into cents!



Where counterweight is prohibitive, the BETTCHER BALANCER as shown can be supplied at extra cost.

WRITE FOR DEMONSTRATION



HALF-MINUTE SPLITTING!  
Guaranteed against defective materials and workmanship.

CAST ALUMINUM FRAME  
56" LONG • WGT. 26 LBS.  
SWEDISH STEEL BLADES

(You can "Bettcher Carcass" on dependable satisfaction)

### DISCRIMINATING ABATTOIRS ARE USING THE BETTCHER CARCASS SPLITTER

not only for bulls and canners, but are splitting choice steers and even calves and hogs with amazing results.

This precision-built machine is equipped with Timken Roller Bearings and the finest Herringbone gears. The powerful Master Built motor develops one and one-half horsepower for the splitting operation. The one-piece cast aluminum frame, rated by the Aluminum Company of America to withstand over twice its maximum requirements, is only 56" long and weighs only 26 lbs. Thoroughly tested on killing floor. **Special Swedish Steel Blades** for long life and economy.

ORDERS FILLED PROMPTLY! Proved thru tests over many months in actual packinghouse use before being offered to public.

- ✓ LIGHTWEIGHT
- ✓ SPEEDY AND QUIET
- ✓ VIBRATION-FREE
- ✓ NO BONE BURN
- ✓ EASY TO HANDLE

Our present low price of \$595.00 includes 20 feet of track, hangers, carrier, cable, counterweights and five blades. (Price subject to change.) Low price due to production line manufacturing methods.

Manufactured by

# BETTCHER DIEWELD COMPANY

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CLEVELAND 2, OHIO

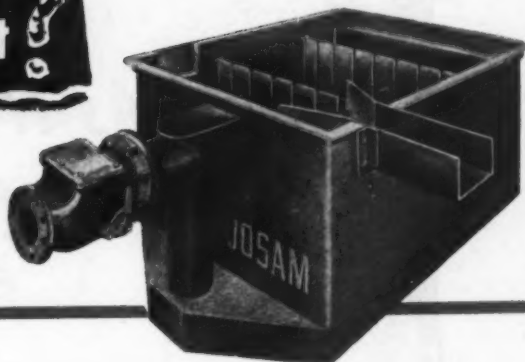


# GREASE

a costly problem or a  
profitable by-product?

**TURN GREASE PROBLEMS  
INTO GREASE PROFITS!**

Series PH Grease Interceptor



●What are you doing about the grease that goes into the drain lines of your plant? Are you allowing it to create a drainage problem which will cost you money—or are you making it pay you a PROFIT?

Modern and progressive Packing Houses and Industrial Plants where greases, fats and oils are present in waste water, recognize the salvage value of such waste items and the hazardous and costly drainage problems when lines become clogged.

Grease separating equipment is a primary "Must" for sausage, killing, grease rendering, food processing and similar rooms or equipment where grease and oil laden wastes should be prevented from entering waste lines. The exclusive JOSAM Cascade Grease Intercep-

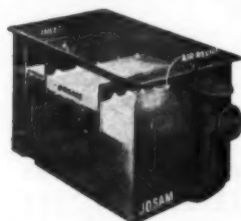
tors guarantee more than 90% efficiency. Cold water connections are not required because grease is separated regardless of water temperature.

Stop pouring dollars into your drain lines. Install Josam Grease Interceptors at a surprisingly low investment. Recover the valuable grease and sell it at a profit. At the same time you prevent grease from clogging drain lines, slowing up operations, causing disagreeable odors and costing you money.

Series JN and PH grease interceptors are especially adapted to requirements of dairies, sausage manufacturers, food processing, meat packing plants, rendering plants, industrial plants and similar services.

Series JN—Designed in sizes from 50 to 500 GPM, welded steel, complete with flow control, for installation on floor or partially recessed.

Series PH—Designed in sizes from 25 to over 1,000 GPM, welded steel complete with skimming trough, skimming valve and flow control for installation on floor or in a pit easily accessible for observation or periodic skimming.



Series JN Grease Interceptor

Write for Bulletin G today. It gives you just about everything you need to know about this vital subject.



## JOSAM MANUFACTURING COMPANY

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# *It Looks as Good On the Hook . . . .*



## *As It Did On The Hoof*



### When it's in a **Tufedge** Beef Shroud

And TUFEDGE looks good longer because it doesn't get limp or torn after countless washings.

To insure the best fit, TUFEDGE comes in two convenient widths; the 40" marked by the double blue stripe and the 36" marked by the single blue stripe.



You can cut the time spent on shrouding operations, too. There is no fumbling because the blue lines clearly identify the reinforced pinning edge.

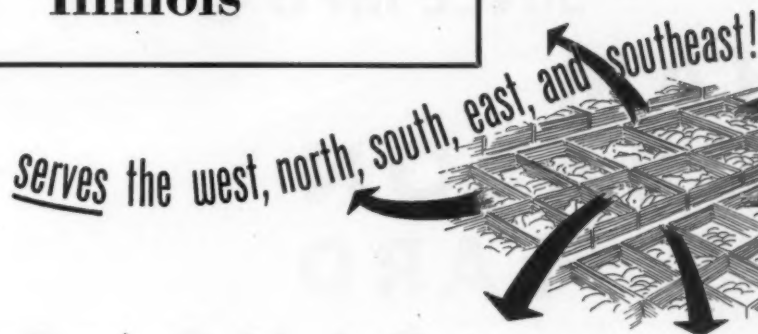
*Look for the blue stripes and get TUFEDGE . . . the original!*

**ALSO: BEEF BAGS . . . HAM STOCKINETTES  
FRANK BAGS . . . TEXTILE SPECIALTIES**

**THE CLEVELAND COTTON PRODUCTS CO.**  
★ CLEVELAND 14, OHIO ★

**Canadian Distributors: ELCO, LTD., Toronto**

# National Stock Yards Illinois



## Fast, Dependable, Daily Trains to:

- CHICAGO . . . . PHILADELPHIA . . . . TOLEDO . . . . DETROIT . . . .
  - CLEVELAND . . . . COLUMBUS . . . . BUFFALO . . . . PITTSBURGH
  - ATLANTA . . . . SAVANNAH . . . . JACKSONVILLE . . . . RALEIGH
  - NEW YORK . . . . BALTIMORE . . . . NEW ORLEANS
- AND TO ALL POINTS IN CALIFORNIA AND TEXAS

### CALVES

Desirable weights . . . top flight quality . . . one of the largest calf markets in the U. S.

### CATTLE

Exceptionally wide selection of Native and Western Beeves . . . highest quality.

### HOGS

Desirable Weights and Quality to meet your specific requirements.

### SHEEP

Our Native and Western Lambs have proven most satisfactory to the trade.

**LOCATION**—Located at the front door of the corn belt, the natural gateway from the west to the east. **RAILROAD SERVICE**—Fast, Frequent and Dependable trains direct from St. Louis National Stock Yards provide "one feed" runs to seaboard points and "without feed" runs to Chicago, Detroit, Cleveland and Pittsburgh. **ORDER BUYERS**—We have a large number of skilled order buyers purchasing all classes of livestock on orders. **GOVERNMENT SUPERVISED**—The St. Louis National Stock Yards is under the U. S. Packers and Stock Yards Act. All buying and selling is under the supervision of government agencies and the highest ethical trading practices are in effect. You'll profit by buying at this convenient market. Come in yourself or place your orders with one of our experienced order buyers.

- The tremendous volume of all classes of livestock permits buyers to select just the kind and number of head of stock they desire without the necessity of filling out loads with several head of the kind they do not want.

## St. Louis National Stock Yards

NATIONAL STOCK YARDS • ILLINOIS

- One of the Nation's Largest Shipping Markets • One of the Nation's Largest Markets in Total Receipts
- THE LARGEST HOG MARKET IN THE NATION

**"Partridge"**  
SINCE 1876

**HAM  
BACON  
LARD  
SAUSAGE**

**THE H. H. MEYER PACKING CO.**  
CINCINNATI 14, OHIO

**EDWARD KOHN Co.**

3845 EMERALD AVE., CHICAGO 9, ILL. Phone: YARds 3134

**CONTACT US**

For Straight or Mixed Cars

**BEEF • VEAL**

**LAMB • PORK**

**AND OFFAL**

*Boneless Cow and Bull Meat*

**FULLY EQUIPPED WITH COOLER  
SPACE FOR LOCAL DISTRIBUTION**

*Let Us Hear from You!*

*Established Over 25 Years*

**EDWARD KOHN CO.**  
*For Tomorrow's Business*



# KREY

## CANNED SPECIALTIES

**KREY PORK SHOULDER PICNIC**

**KREY Brown Gravy with SLICED BEEF**

**KREY Tenderated COOKED HAM**

**KREY** Additional Canned Specialties soon to be marketed

*Shippers of Mixed Cars*

**BEEF • VEAL • LAMB • PORK  
HAM • BACON • SAUSAGE • LARD**

### KREY PACKING COMPANY

ESTABLISHED 1882

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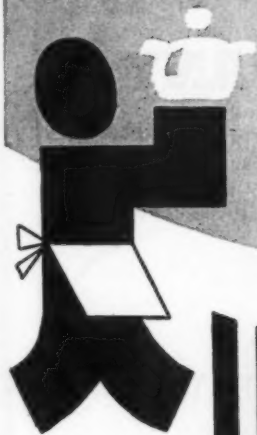
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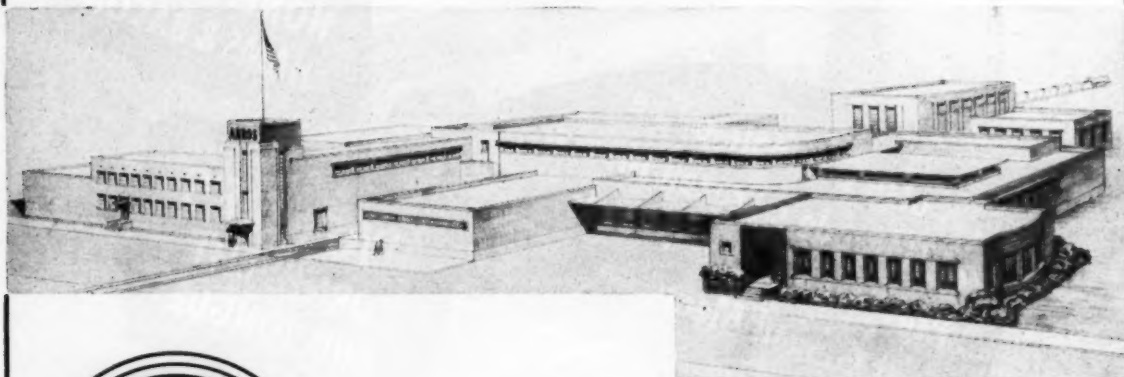
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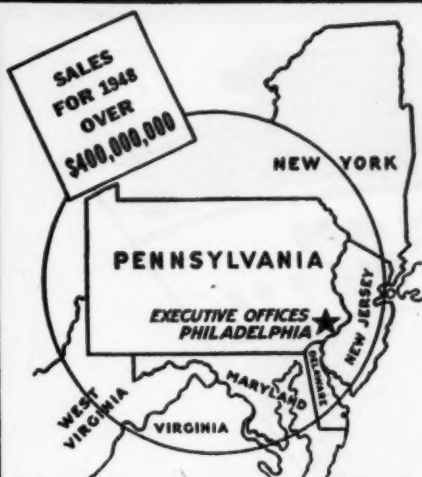
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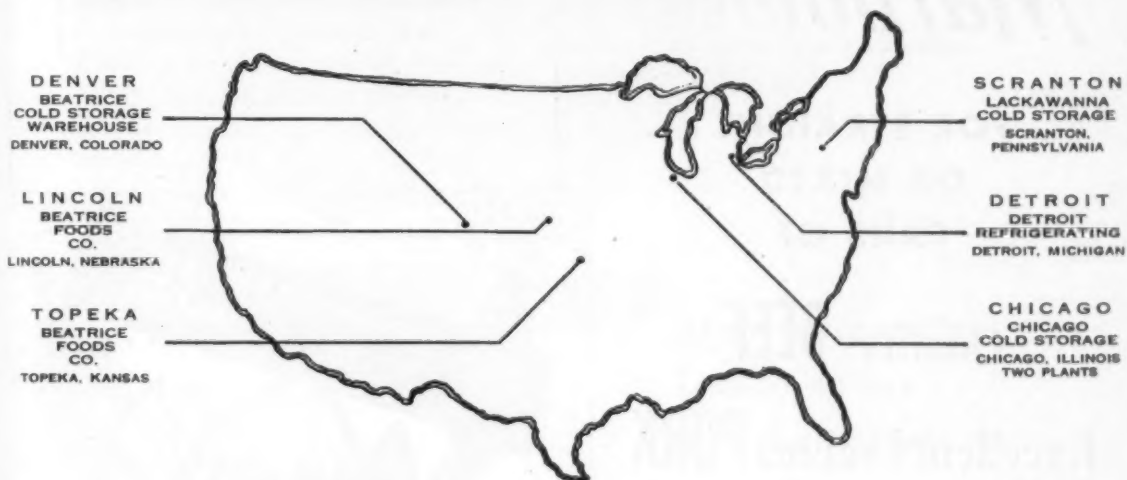
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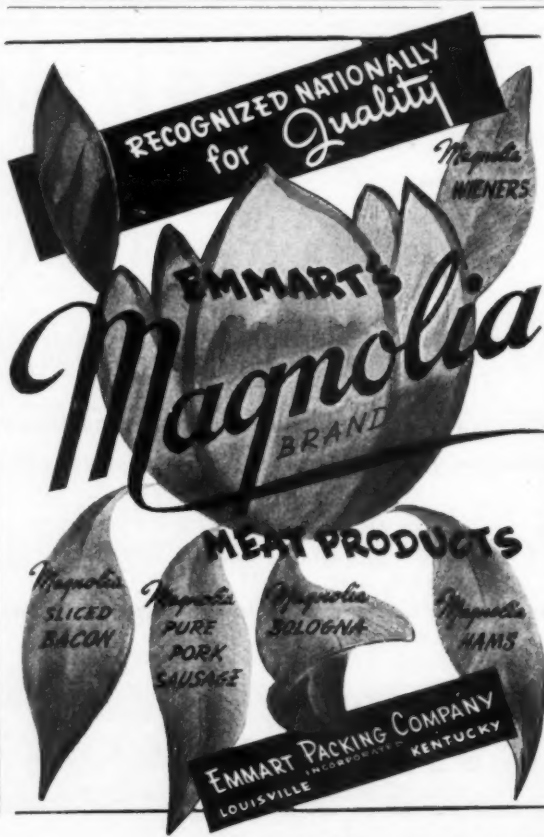
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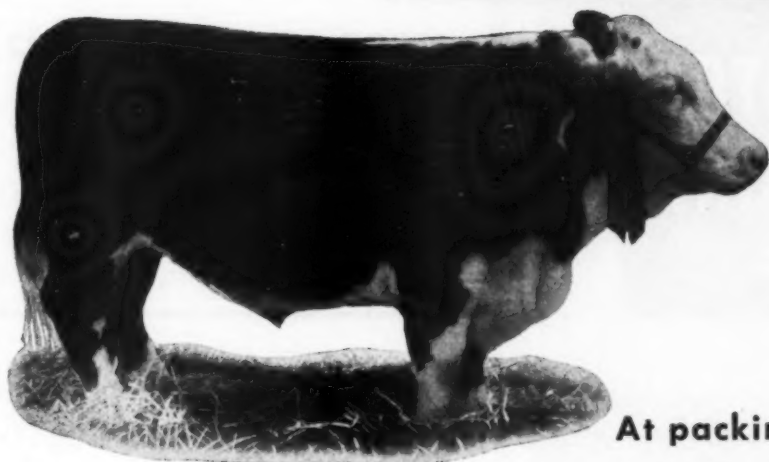
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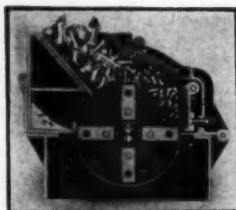
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HOGGED BY  
WILLIAMS' "S TYPE" HOG**

Crushes carcasses, entails, green bones and glue stock and shreds them into such condition that they may be drained without excessive heat. Preparation of dry rendering materials in this manner is much superior to any preparation process which delivers the material in solid chunks to the cooker. Williams' "S TYPE" Hog handles largest bones in carcass and reduces to 8 mesh in one operation. Also widely used for dry bones.

Frame is heavy-duty grey iron. Metal trap and special construction features to minimize upkeep costs! Available in direct motor or V-belt drive.

**CHECK THESE FEATURES...**

- ✓ NO KNIVES TO SHARPEN
- ✓ ADJUSTMENTS TO OVERCOME WEAR
- ✓ LARGER FEED OPENING
- ✓ HINGED COVER — INSTANT ACCESSIBILITY
- ✓ EASY TO CLEAN



**WILLIAMS ALSO  
MAKES...**

Vibrating screens; crushers for bones, carcasses, and entrails; complete packaged by-product grinding plants.

**WILLIAMS PATENT CRUSHER AND PULVERIZER CO.**  
2708 N. 9TH ST. ST. LOUIS 6, MO.

**WILLIAMS**  
CRUSHERS GRINDERS SHREDDERS

# SANITARY • EFFICIENT

**STAINLESS STEEL  
STEAM JACKETED**



**ALL PARTS  
QUICKLY  
REMOVABLE  
FOR EASY  
CLEANING**

**MODEL RA  
AGITATOR  
KETTLE**

**WE ALSO BUILD:**  
Tanks - Cella  
Vacuum Kettles  
Revolving Pans  
Laboratory Units  
Special Equipment

Here is a highly efficient, completely sanitary Cooker-Mixer that affords a new thoroughness in mixing plus maximum heating dependability... and it **COMPLIES WITH THE MOST RIGID HEALTH DEPT. REQUIREMENTS.** It is typical of the GROEN Line of Heavy Duty Mixers.

Exclusive GROEN demountable shaft coupling permits removal of all agitator parts in a few seconds for easy cleaning. Yet coupling cannot disengage in operation and is strong as a solid shaft. Mixing mechanism highly efficient, with large scraper blades maintaining thorough agitation; and with smaller blades at end of shaft to prevent settling of unmixed portions. And there's a bracket up top to hold thermometer into mixture. Read all about this splendid unit in our Bulletin AK-1. Send for it today. GROEN MFG. CO., 4551 W. Armitage Ave., Chicago 39, Ill.

# GROEN

*half a century of fine kettles*

The BEST in

## SMOKEHOUSE EQUIPMENT

- ✓ UNIFORM TEMPERATURE
- ✓ SPEED IN OPERATION
- ✓ MINIMUM SHRINK
- ✓ MINIMUM CASING BREAKAGE
- ✓ LOW OPERATING COSTS
- ✓ SIMPLICITY OF DESIGN
- ✓ EASY MAINTENANCE
- ✓ EASY CLEANING

# JULIAN

Engineering Company

319 W. HURON ST., CHICAGO 10, ILL.



Partial List of Users of Julian Smokehouses

NAME	No. of Houses	NAME	No. of Houses
American Packing & Provision Company	2	Neuhoff Brothers	5
Horn Packing Co.	2	Plymouth Rock Provision Co.	5
Hunter Packing Company	6	The Wm. Schludberg—T. J. Kurlie Co.	4
Jones Dairy Farm	1	Slovakowski Sausage Company	3
E. Kahn's Sons Company	8	Smithfield Packing Company	5
Kerber Packing Company	1	Tennessee Packing Company	1
Jacob Marhofer & Sons, Inc.	1	Tobin Packing Company	4
Lykes Brothers	4	Trunz, Inc.	8
Merkel's Inc.	1	Valleydale Meat Packers	2
George H. Meyer Sons	3	Vienna Sausage Mfg. Company	5
John Morrell & Co.	8		



# Reco PERFORMS MIRACLES of REFRIGERATION

Now you can keep your coolers and storage rooms in a dry, sanitary, spick and span condition—a place you will be glad to show customers—a place that will keep your product in first class, tip top condition.

You can do this quickly, inexpensively by installing a RECO Refrigerator Fan. This will provide the necessary controlled, gentle air circulation.

Hundreds are now using this fan including the leading packers, sausage manufacturers, food processors and government establishments. None has ever failed to improve conditions.

## REYNOLDS

ELECTRIC COMPANY

Mfrs. of Refrigerator Fans, Fly Chaser Fans and Meat Choppers

3089 RIVER RD.  
\*Reg. U. S. Pat. Off

RIVER GROVE, ILL.

PRICE ONLY

# \$60

AND UP

F. O. B. CHICAGO

Exc. Tax Add'l.

FREE

Send for valuable free Manual No. 241 on Refrigerator Maintenance. Contains many valuable ideas, typical installations, flow charts, data tables, etc.

## REDUCE SHRINKAGE WITH **COLDJET\*** SPACE COOLERS

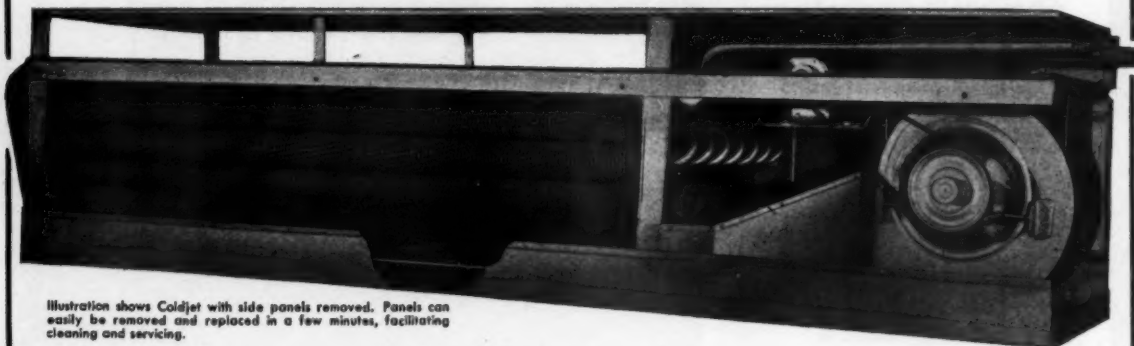


Illustration shows Coldjet with side panels removed. Panels can easily be removed and replaced in a few minutes, facilitating cleaning and servicing.

### **Shrinkage Reduced by Delivering Cooled Air at Approximately the Saturation Point. Meat Retains Its Flavorful Appearance.**

- Maintains evenness of temperature
- Quiet operation
- Saves space (ceiling mounted)
- Easily installed
- Close temperature and humidity control
- Shorter chilling time
- Insulated pan prevents dripping
- Coldjet spiral tubing more effective

**WRITE FOR COMPLETE DATA  
and SPECIFICATIONS  
Bulletin No. A-10**

**INDUSTRIAL  
MANUFACTURING & ENGINEERING COMPANY**

\*Reg. U.S. Pat. Off.

3845 No. Ravenswood Ave., Chicago 13, Ill.

## *First in the Field with Stainless Steel!*

**Thousands of Winger-Built  
stainless steel products  
used by leading packers...**

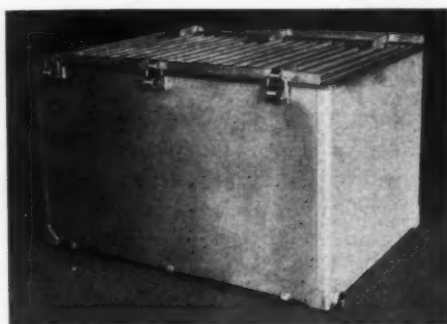
The fact that literally thousands of Winger-Built stainless steel products have been purchased by many different packers is convincing proof of their quality and acceptance.

Research shows that these products are tops in durability, they clean easily and save money over the long run.

**WINGER**

**MANUFACTURING CO., INC.  
OTTUMWA, IOWA**

*"Backed by Years of Packing Plant Engineering"*



**STAINLESS STEEL BACON CURING BOX  
WITH NEW STAINLESS STEEL COVER**

- It requires no maintenance.
- It cleans easily.
- It provides maximum durability.

### **MORE OF THE FAVORITES:**

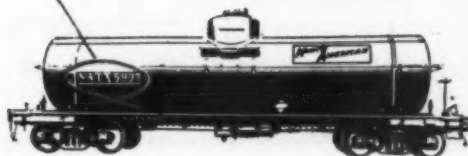
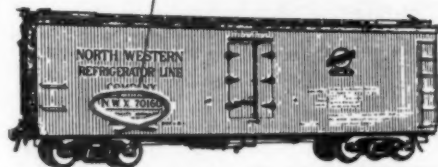
Stainless Steel Sausage Meat Truck  
Stainless Steel Ham Curing Container  
Stainless Steel Conveyor Table

Let us discuss today's needs with you. Write: Winger Manufacturing Co., Inc., Ottumwa, Iowa.



# These Symbols

## mean safe shipping



They also mean service and dependability. They stand for all the helpful transportation knowledge that North American and North Western have acquired through more than forty years of supplying specially equipped refrigerator cars and tank cars to leading shippers of meat and other packing house products. They are a guarantee of safe, economical railroad shipping plus the close co-operation of our nationwide organization in solving your transportation problems. You ship with confidence when these symbols are working for you.

For complete information on refrigerator cars and tank cars for moving packing house products, call one of our offices listed below.

## NORTH AMERICAN CAR CORPORATION NORTH WESTERN REFRIGERATOR LINE COMPANY

A NATION-WIDE ORGANIZATION WITH BRANCH OFFICES IN IMPORTANT MARKET CENTERS

231 SOUTH LA SALLE STREET • CHICAGO 4, ILLINOIS

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Shell Building, St. Louis 3, Mo.

341 Kennedy Bldg., Tulsa 3, Okla.

681 Market St., San Francisco, Calif.

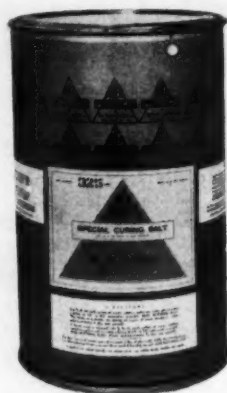
60 East 42nd Street, New York 17, N. Y.

MAKE **AULA** PRODUCTS . . .



YOUR STANDARD OF QUALITY!

Used By Progressive Packers *EVERYWHERE!*



A trial order will convince you. Write today!

**F.M.I. SPECIAL** For Fast Cure . . . Produces excellent Color and Flavor in Hams—Bacon—Bologna and Meat Specialties.

**AULA SPECIAL** The old time dependable and favorite cure.

**SEASONINGS (Pulverized)** Made with the choicest quality of natural spices. Special formulations to meet the most exacting individual requirements.

For Improved Color and Flavor Try **AULA** Products.

**AULA Pure Blend**—No Cereal Added.

**THE AULA COMPANY, INC.**

CURING COMPOUNDS, SPICES, SEASONINGS

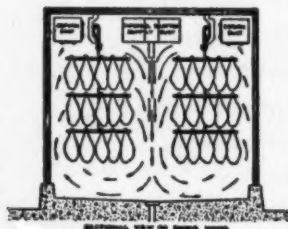


OFFICE AND LABORATORY 39-15 and 17—24TH STREET



LONG ISLAND CITY 1, N. Y. Phone: ST illwell 4-1251

## SMOKE HOUSES



Automatic Control of Temperature and Humidity, together with thorough circulation of smoke through the product results in consistently

**UNIFORM PRODUCTS  
MINIMUM SHRINKAGE  
SUPERIOR FLAVOR**

**DRY-SYS** Smoke Houses are used for smoking all types of Meat Products. Uniformity of Performance assures the maintaining of Production Schedules. Easy to Maintain and Keep Clean.

## SMOKE GENERATORS

- The Simplest Smoke Generators made.
- No moving parts to wear out or get out of order.
- Unit is complete in a heavy insulated housing.
- Lots of heavy, cool smoke.
- No air blower required.
- Fly ash is removed in low velocity collecting chamber, collects in drawer.
- No water spray required.
- Arranged for quick clearing of smoke from unit and smokehouse when equipment is shut down.

# DRY-SYS

**SUPERIOR EQUIPMENT**  
for the Meat Packing Industry

- AIR CONDITIONING EQUIPMENT
- for SMOKE HOUSES, COOLERS, PROCESSING AND PACKING ROOMS
- SMOKE HOUSES
- SMOKE GENERATORS
- DRYING EQUIPMENT
- AIR HEATERS AND CONTROLS

EFFICIENTLY DESIGNED  
PROPERLY ENGINEERED  
STURDILY CONSTRUCTED

## DRYING SYSTEMS INC.

1815 FOSTER AVE., CHICAGO, ILL.

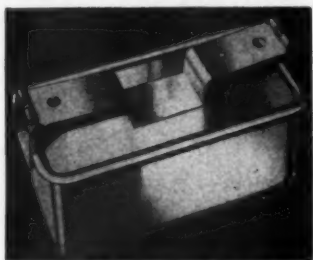
## THESE 4 HOY PRODUCTS

**Lower Labor Costs...Increase Profits!**



### THE HOY STAINLESS STEEL HAM MOLD

The Hoy Stainless Steel Ham Mold is easy to clean, cannot tilt, and there is no repressing. It produces, without a doubt, the finest quality uniform hams...economically and with a minimum of effort.



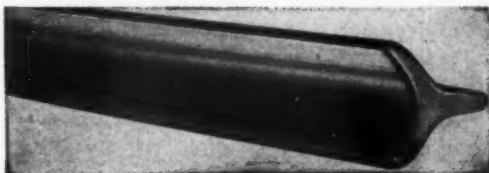
### THE HOY STAINLESS STEEL PRESSURE MOLD

The Hoy Stainless Steel Pressure Mold is recognized as the finest mold made for meat loaf production. It produces a quality product and leads the field because of its low cost and easy to clean features.



### THE UTILITY BAKED LOAF PAN

The Utility Baked Loaf Pan is a regular standard baked loaf sized pan. You can make a raised top baked loaf or a flat top baked loaf with this pan.



### SOMETHING NEW IN SMOKE STICKS

We offer packers the first scientifically and specially designed smoke stick for skinless frankfurters ever made. These sticks are drawn from one of the most non-corrosive, non-porous aluminum alloys obtainable. With them you get straight frankfurters—no curved ends; less stick marks. They conduct heat—seal and cure stick marks, thereby avoiding jelly pockets and green sausage.

## THE HOY EQUIPMENT CO.

3875 N. Teutonia Ave., • Milwaukee, Wis.

**NEW, Easy Way  
to Keep Your**

## TRIPE-WASHING MACHINES

**In Sanitary Condition**

**T**RIPE washing machines quickly accumulate insanitary deposits due to the nature of the operation. Lime scale, fats and other foreign matter all combine to build up deposits  $\frac{1}{4}$  to  $\frac{1}{2}$  inch in thickness. Not only do these deposits give off odors, but they also are "sign-posts" of insanitary conditions easily spotted by government inspectors.

### Are You Still Using This Old Method?

Old method usually employed to remove deposits is by hand-scraping, wire brushing and steaming. It is a long drawn out, time consuming, costly method. Results are uncertain, seldom satisfactory.

### Many Plants Now Use

### This Fast Oakite Cleaning Method

NEW Oakite method saves time, saves money, saves work. You quickly clean machine with recommended Oakite material, then rapidly remove lime scale with Oakite Compound No. 32. Neutralizing and rinsing complete the job. Your machine is clean, sanitary.

### 40 Years' Experience At Your Service

For this and other processing equipment sanitation jobs such as washing trolleys, meat hooks, removing corrosion from belly boxes, cleaning sausage stuffers, ham boilers, let successful Oakite experience help you obtain better results in shorter time at **LESS COST**. Our Oakite Technical Service Representative in your locality will be glad to make tests at your convenience. Since there is no obligation or cost, won't you write us today?

**OAKITE PRODUCTS, INC., 29A Thames St., NEW YORK 6, N. Y.**  
*Technical Service Representatives in Principal Cities of U. S. & Canada*



# OAKITE

REG. U. S. PAT. OFF.

**SPECIALIZED INDUSTRIAL CLEANING**

**MATERIALS • METHODS • SERVICE**



**TASTE THE  
DIFFERENCE**

*Our flavor-sealed  
spices,  
seasonings,  
binders  
and cures,  
better and more flav-  
orful than any you have  
used before, are the result  
of a quarter of a century of  
experience. Take advantage  
of our long years of "know-  
how" to enrich and improve  
your meat products.*

**FIRST SPICE**

MIXING COMPANY, INC.

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*Sawyer's*

## PROTECTIVE APRONS



### STYLE G-58

Frog Brand  
(Oiled)  
33" wide  
45" long  
Yellow only



### STYLE 576

Lighthouse Brand  
(Neoprene)  
33" wide  
45" long  
Yellow only

*for men who treat 'em rough*

Here are two long-wearing industrial aprons . . . G-58, oiled . . . and 576, made of tough, flexible NEOPRENE\* . . . both reinforced where extra strength is needed . . . both specifically designed to give greater protection to workers in all types of jobs.

Sawyer's Lighthouse brand NEOPRENE aprons are 100% waterproof . . . and they are *not* affected by gasoline, kerosene, vegetable oils, or greases.

Sawyer aprons are laboratory tested and actual use in industry has proved that they outlast ordinary aprons by a worthwhile, money-saving margin.

\*T.M. of E. I. duPont de Nemours & Co.

**The H. M. SAWYER & SON COMPANY**

Cambridge, Massachusetts





## GEBHARDT'S

CONTROLLED REFRIGERATION SYSTEM  
IN THE SALES COOLER

3 GEBHARDT'S installed in the ceiling, between the rails, in the sales cooler of a Cincinnati packer.

GEBHARDT Cold Air Circulators are fabricated of high-lustre Stainless Steel to insure complete sanitation, cleanliness and purity.

**\$2.00 EXTRA**

PER HEAD ON BEEF

*from savings in shrink provided by*

# GEBHARDT'S!

GEBHARDT Cold Air Circulators installed in the chill and holding rooms of beef packers account for a saving in shrink alone of better than 1%. A 5-pound saving on a 500-pound carcass is translated into a notable dollar and cents saving: Write for your free copy of illustrated catalog containing the complete GEBHARDT story.



Telephones  
Kilbourn 5-0559  
Kilbourn 5-2478

## ADVANCED ENGINEERING CORPORATION

1802 West North Ave. • Milwaukee 5, Wisconsin

# **PARTLOW** INDICATING TWO-POINT TEMPERATURE CONTROL

• MAXIMUM TEMPERATURE 1000° FAHRENHEIT 550° CENTIGRADE.

This Control provides the versatility of two independent Temperature Controls in a single instrument having a single thermal element and scale. The temperature setting of either control point can be made easily by turning a knurled knob on the outside of the instrument case. Pull out to set one pointer and push in to set the other.

The Control contains two single pole, double throw switches which may be connected for "Three Wire" Thermostatic Loads or either the normally closed or normally open contacts used for two wire heating or cooling loads in any desired combination.

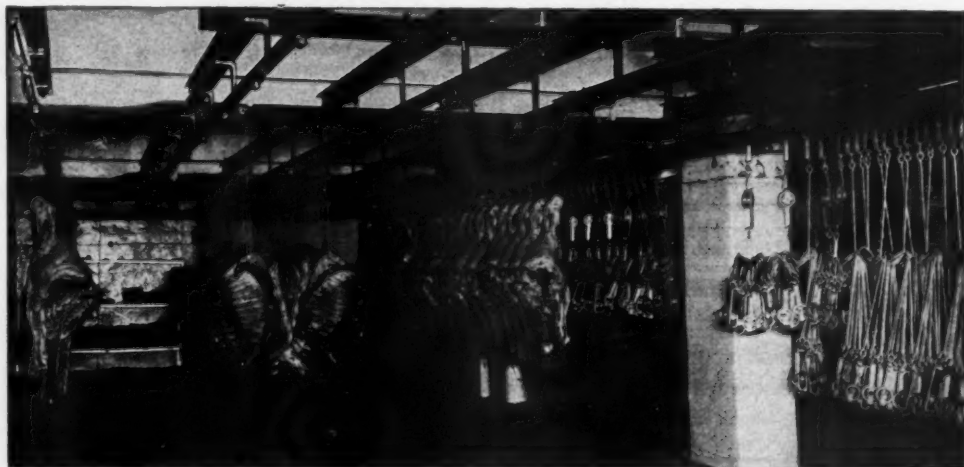
FOR DETAILED INFORMATION AND PRICES, WRITE FOR BULLETIN 5051

## **THE PARTLOW CORPORATION**

3 CAMPION ROAD • NEW HARTFORD, N. Y.

*Manufacturers of Partlow Temperature Controls, Safety Gas Valves and Timers*

**MODEL BBZ**  
2-Wire or 3-Wire Control Circuit



### **A TYPICAL TRAMCO OVERHEAD TRACKING INSTALLATION**

Why not receive the benefit of our mechanics with many years of experience by calling on the Boston Tram Rail Co. designers and manufacturers of the most modern meat handling equipment.

*Switches, scales, trolleys, racks, tables, cages, gambrels,  
hoists, conveyors, smokehouse doors, trucks, trees.*

*Distributors of Biro Meat and Bone Saws and Holly Automatic Patty machines.*

**BOSTON TRAM RAIL CO.** 9-11 T-WHARF  
BOSTON 10, MASS.



**FOR EVERY TYPE  
OF PACKING HOUSE  
OR RENDERING PLANT  
SERVICE...**

Working with leading packers and renderers, Prater has adapted the Dual Screen Pulverizer to a wide range of operations. It will efficiently and economically process meat scraps and tankage from mechanical or solvent extraction methods... granulate glue... and grind cooked or steamed bone, hoofs, and other by-products. And it will maintain the same uniformity of product throughout continuous, heavy-duty production.

No matter what your requirements may be, learn how a Prater Pulverizer can do the job with the advantages of dependability through rugged construction... uniform quality of grind... and lower power costs. Let Prater work with you.

#### PRATER PULVERIZER COMPANY

1523 So. 55th Court

Chicago 50, Illinois



**PRATER**  
*dual-feed  
dual-screen*  
**PULVERIZER**

**HOG HAIRS  
OUT by  
The ROOTS  
in  
RECORD  
TIME**



#### SCRAPES HOGS THE EASY WAY

##### Cuts Labor Costs During Slaughter Season!

Amazing new OLD BALDY HOG SCALD cuts scraping time to less than half! It forces its way right down alongside the roots of hog hairs and bristles, loosening the entire hair. Scraping removes every trace. No stubble is left. The whole job is done in record time.

OLD BALDY produces a beautifully finished carcass, clean, not slimy. It reduces the trimming of snouts and jowls. Because skin is not slick, *trimmings grind readily*.

A record 59 million pigs from the Spring crop will be finished this Fall. **SAVE TIME—CUT LABOR—SAVE MONEY!** Lay in a generous supply of OLD BALDY for your own Fall slaughtering.

#### TRY IT AT OUR RISK!

Old Baldy is Sold with an Ironclad Guarantee!

If it does not prove entirely satisfactory when used according to directions, notify Koch and we will immediately cancel the charge for any sample quantities you have ordered.

**KOCH BUTCHERS' SUPPLY CO.**  
NORTH KANSAS CITY 16, MISSOURI

KOCH BUTCHERS' SUPPLY COMPANY  
North Kansas City 16, Missouri  
Gentlemen:

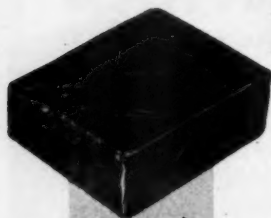
Yes, indeed, send me \_\_\_\_\_ pounds of OLD BALDY at the price indicated. I intend to use it according to directions. I am buying OLD BALDY with the distinct understanding that if it does not prove satisfactory, you are to refund the entire purchase price or cancel the charge.

##### PRICES

10-lb. ctn., per lb.	37c
50-lb. drum, per lb.	34c
100-lb. drum, per lb.	33c
300-lb. bbl., per lb.	32c
Prices F.O.B. Kansas City	
Write for Contract Prices on Larger Quantities	

NAME \_\_\_\_\_  
FIRM \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
CITY \_\_\_\_\_ ZONE \_\_\_\_\_ STATE \_\_\_\_\_

# PERFORMANCE COUNTS\* IN PREPACKAGING MEAT



write for  
additional  
information

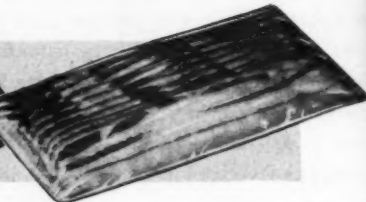
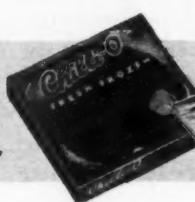


It pays to wrap  
the Hayssen Way

The trend toward prepackaging quick-frozen steaks, chops, hamburgers, etc., as well as smoked meat products, is reaching greater proportions in self-service stores. The customer appreciates the time-saving element at the meat counter which she enjoys in other departments. The Hayssen Machine performs this packaging operation in a completely automatic fashion. Because it is low in initial cost . . . speedy . . . easily adjusted to accommodate a wide range of sizes . . . it is popular and in wide use by meat packers. Write to the factory for further information on how the Hayssen is meeting this merchandising trend.

HAYSSEN MFG. COMPANY • • • SHEBOYGAN, WIS.

\* **Hayssen**  
ELECTRIC EYE  
WRAPPING MACHINES



"For Efficient Meat Cutting Tools"

use  
**PESCO  
SERVICE**

Pesco Saw Service offers large heavy duty hand saw frames, beef splitter frames, pig nose and scribe frames, all designed for maximum efficiency. A generous supply of sharp filed blades, individually wrapped, is maintained for each frame.

Large Chopper Plate and Knife Service—A variety of Pesco chopper plates and knives, made of highest quality steels is available in sizes to suit your needs. Pesco Service keeps you adequately supplied.

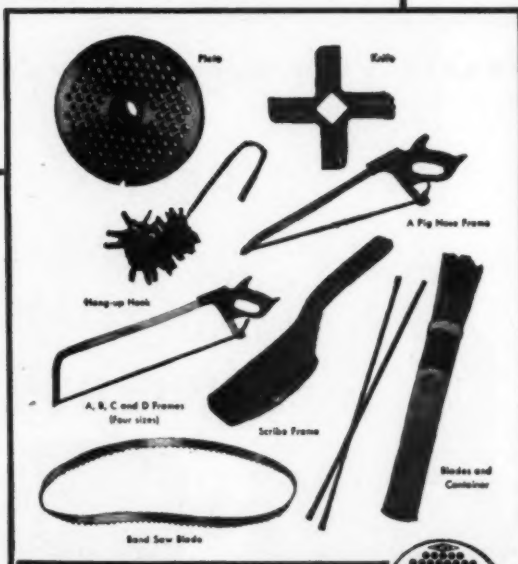
Consult **Pesco Pete**  
or write direct.



**Pittsburgh-Erie Saw Corporation**

4017-31 LIBERTY AVE. PITTSBURGH, PA. BRANCH OFFICES ST. LOUIS • SOUTH GATE, CAL. • CHICAGO

SERVING MORE THAN 100,000 CUSTOMERS THROUGHOUT THE NATION





# M.I.S. Soluble Seasonings

*consistently give you*

*Uniform Best*

**"Heart of Spice"\***



T. M. Bag.  
U. S.  
Patent Office

When using our

## SOLUBLE SEASONINGS

you get only the "Heart of the Spice"...the fibre and the residue  
of the extraction are of no value and are thrown away!

\*REGISTERED TRADE MARK

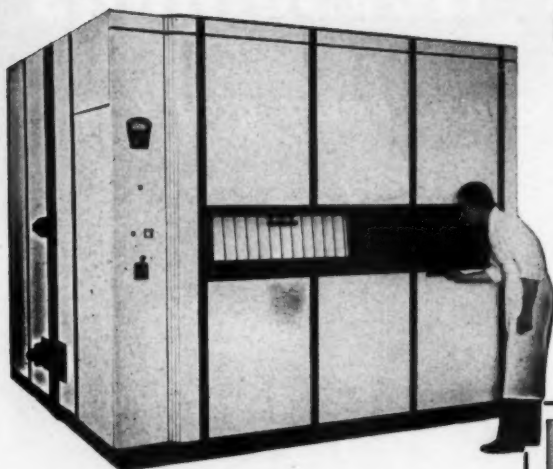


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OFFICES AND  
LABORATORY

## MEAT INDUSTRY SUPPLIERS

CREATORS AND MANUFACTURERS OF FINE FOOD SEASONINGS



## ADVANCE

### Equipment:

- PRODUCES SALES-WINNING BAKED LOAVES!
- GIVES YOU AN EXTRA-PROFIT LOAF BUSINESS!
- OPERATES AT LOWER COST!
- GUARANTEES UNIFORMITY BATCH AFTER BATCH!

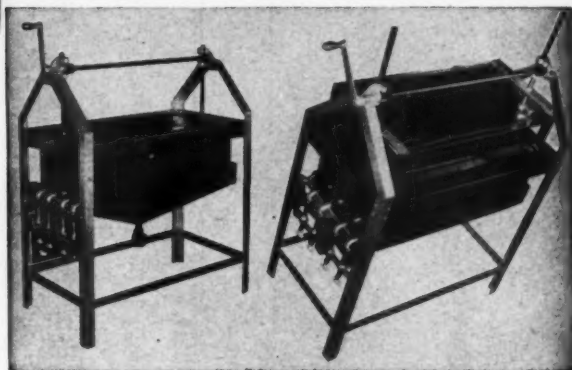
How would you like to turn out perfectly baked loaves... more economically... and in shorter time?

How would you like to turn out perfectly baked loaves batch after batch... more economically... and in less time? An ADVANCE installation in your plant will give you a degree of satisfaction only dreamed of!

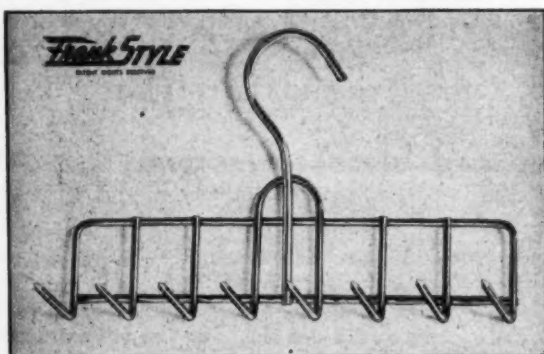
Automatic controls, safety burners, oil-sealed drives and rust-proof, easy-to-clean interiors are only a few of the extensive list of outstanding features that prompt packers from coast to coast to choose ADVANCE single and double OVENS and ADVANCE DIP TANKS. Thermostatically controlled dip tanks eliminate shortening smoke, thus assuring perfect color, attractive, uniform crust and a sales-winning finish. Write today for the complete story of ADVANCE EQUIPMENT!

## ADVANCE OVEN COMPANY

► 700 South 18th Street • St. Louis, Missouri  
► 3919 W. Jefferson Blvd. • Los Angeles 16, California



## HERE IT IS THE FINEST QUALITY STAINLESS STEEL MEAT HANDLING EQUIPMENT IN THE BUSINESS



### HERE'S A NEW FRANK STYLE ITEM

—The New Multi-Purpose Bacon Screen  
Made of welded stainless steel wire mesh screen—serves also as a meat tray. Can be made to your specifications.

BACON HANGERS  
SAUSAGE MOLDS  
SMOKE STICKS  
STOCKINETTE HOOKS  
TROLLEY HOOKS  
RAIL and BAR HOOKS

BONING HOOKS  
SELECTING HOOKS  
"S" HOOKS  
SHROUD PINS  
NECK PINS  
FLANK SPREADERS

Prompt shipment to all points in U. S. A., Canada and South America.

Only hand-select, highest quality stainless steel is used in Frank Style meat handling products. Rolled and processed by the mills to Frank Style specifications, each item is the hallmark in quality—designed for longer life durability—built to stand the gaff of hard use. Of smooth, mirror-like finish, Frank Style products prove their hygienic merit beyond the most rigid sanitation tests. Here's a complete line of stainless steel meat handling equipment that is SAFE and DEPENDABLE—resistant to rust and detergent chemicals—does away with the dark holes in meat—eliminates all future refining expense. Frank Style is preferred by meat packers and suppliers everywhere.

### WRITE TODAY—WITHOUT DELAY FOR DETAILS AND PRICES

Contact the nearest supplier in your vicinity.  
If he cannot supply you—write us direct.

## G. F. FRANK & SONS, INC.

formerly FRANK MFG. CO.

123-125 Broadway Cincinnati 2, Ohio

**Cut  
operating  
costs  
to the bone!**

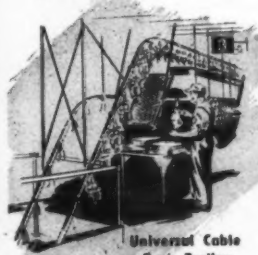


**MOVE MEATS on  
Buschman  
BETTER-BUILT CONVEYORS**

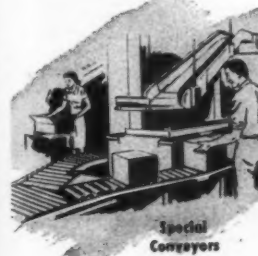
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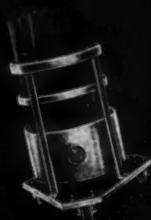
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WIDER AND DEEPER, TO ROLL EASIER UNDER HEAVIER LOADS.



# Roundup

## from the AMI Convention!

WALDORF-ASTORIA, NEW YORK (NP Special)—With the election of John F. Krey as chairman of the board, the choice of several new directors and the reelection of president Wesley Hardenbergh and other officers, 1,500 packers, sausage manufacturers and other factors in the meat industry closed the forty-fourth annual meeting of the American Meat Institute in New York last week.

¶ Mr. Krey, whose 1949-50 term as chairman of the board of the American Meat Institute will be his third, is president of the Krey Packing Co. of St. Louis. Packers came from as far west as California, as far north as Canada, from Florida, Maine, Iowa, Montana and other states—and even from Australia—to attend the second consecutive convention held at the Waldorf in New York City.

¶ R. A. Rath, Rath Packing Co., and A. W. Brickman, Illinois Meat Co., are newly elected vice chairmen of the board. Newly elected members of the executive committee are Rath, H. H. Corey of Geo. A. Hormel & Co. and Cornelius Noble, Noble's Independent Meat Co.

¶ In a year when convention attendance generally has been below a year ago, the fact that AMI registration of 1,484 was substantially above that of 1948 was considered indicative of the interest packers have in increasing the efficiency of their organizations.

¶ Next year the Institute will be back in

Chicago for the annual meeting which will be held at the Palmer House beginning Friday, September 22 and ending Tuesday, September 26. Thus the five-day convention system, which prevailed before the war, will be resumed with the 1950 meeting. It is expected that the AMI conventions for the next few years will be held in Chicago.

¶ The board of directors also voted to continue the \$2,500,000 meat educational program in 1949-50. Emphasis will be placed on the nutritional value of meat and on advertising and promotion designed to improve the relationships between the meat industry and its various "publics," as typified by the current "meat team" advertising.

¶ One very important phase of the 1949-50 program will be the promotion of pork during some period this fall and winter when such advertising will be most effective in moving the large supplies of product which will result when the large 1949 hog crop is marketed.

¶ Two colorful parties highlighted the social side of this year's convention. One of these was the informal buffet supper-dance held on Sunday evening in the Grand Ballroom of the Waldorf and attended by about 350 packers and suppliers. This was the first time an affair of this nature had been held since before the war. A very popular club room party, attended by 700 packers and their friends, was staged by the Meat Industry Supply and Equipment



Association in the Moderne room of the Belmont Plaza hotel on the evening of September 19. The entertainment was the forerunner of other plans the association has made for bringing about better understanding between packers and suppliers.

¶ The convention's closing address by Dr. Franklyn B. Snyder, president emeritus of Northwestern University, at the annual dinner on Wednesday evening, completed a three-day program of talks which covered most of the industry's big problems and many of those in which meat packers share as members of the American economy.

¶ Pinch-hitting for Benjamin F. Fairless, president of United States Steel Corporation, who was called to Washington in a last-minute effort to halt the impending strike in the steel industry, David F. Austin, vice president of "big steel," declared that the position of the United Steelworkers of America (CIO) in the current labor dispute "is so untenable and so unreasonable" that he could not believe "public opinion will long permit" the steel mills of the nation to be idle on such a thin issue.

¶ Calling for "an even more efficient job of producing and a more effective job of selling" to meet lowered business activity and lower demand, John F. Krey, Institute chairman, summarized the meat outlook by saying that "increased competition for the meat dollar, further catching up in steel, a tapering off from record levels in automobile output and a continued cautious spending attitude on the part of consumers, are all factors which will prevent the demand for meat from being as strong during the remainder of 1949 as a year ago, and some further decline compared with the first half of the year seems probable." He noted, however, that further strengthening factors may be dominating by the middle of 1950 and that a sharp break in purchasing power will probably be avoided for another year.

¶ The Institute's board of directors, Krey said, has urged that any price support program on hogs should be designed to encourage long-range emphasis on the production of more hogs, properly finished at lighter weights. If buying is necessary for price support, the program should be flexible and purchasing done in a normal competitive way and non-discriminatory way.

¶ Asserting that the period of inventory adjustment following the war has ended, Dr. Sumner H. Slichter of Harvard University analyzed current economic factors. They point to maintenance of business in the immediate future at substantially the present levels of production and employment, with the underlying movement slowly upward. The time has come, he said, for business to consider seriously how the rate of spending of individuals can be stimulated.

¶ Paul S. Willis, president of the Grocery Manufacturers of America, told the conven-

tioners that "we escaped both the perils of a sky-high, runaway boom and of bust... the entire food industry came through this adjustment period in better shape than did most other industries...after looking at all the signposts it appears obvious that the future is hopeful...the real purchasing power of the people in the first quarter of this year was at a level 62 per cent higher than in 1939...business must do a twofold selling job—selling our products to the people and selling them the American competitive enterprise system idea as well...by 1960, 160,000,000 people will be spending \$206,600,000,000 annually for goods and services, with a \$7,000,000,000 gain in sales volume for foods."

¶ To get your share of the consumer's food dollar, Jack Manion, assistant general sales manager of Milprint, Inc., advised packers to make all their products answer these questions: "What is it? How much is it? Whose is it?"

¶ "I predict that our fresh meats will be packaged at a central point by your organizations, just as you are packaging many of your other products at the present time," Joseph B. Hall, president of the Kroger Co., told the AMI members. "When the time arrives—and it is not too far distant—you will have brand identification on the consumer packages, and the quality of your products and the cutting methods used will be as important to you as they are to us at the moment."

¶ John H. Zeller, USDA, put his finger on one of the industry's big problems: "Today the great surplus of lard acts as a depressing factor on the price of hogs... the average hog today furnishes enough meat on a yearly basis for two persons, and enough lard for three...now is the time to achieve the production and marketing of a greater volume of quality hogs... the farmer asks why the packer does not pay according to the quality of the hogs... perhaps live hog and carcass grading standards can be developed whereby the producer can get a better price for quality hogs...some tough work and hard thinking need to be done by all concerned."

¶ "Here in America, for the first time in the history of the world," said Peter V. Moulder, executive vice president of International Harvester Co., "is a great nation which has no fear for its food supply...all things point toward a future in which the production of American agriculture will be greater than ever, more efficient and accomplished with a constant decrease in the physical toil required of the farmer."

¶ More than 50 firms furnishing the meat industry with supplies and equipment displayed the most modern developments in machinery and materials for packers attending the AMI convention. Suppliers, brokers and other service organizations also maintained a number of hospitality suites in the Waldorf and nearby hotels.



## Session 1

MONDAY, SEPT. 19

### MORNING

"Opening Remarks"—John F. Krey, page 101.

"Looking Ahead in Personnel Relations"—Howard M. Dirks, page 105.

"Presentation of Gold and Silver Service Buttons"—H. Harold Meyer, page 109.

"ACTH—The Meat Industry's Newest Contribution to Medicine"—Dr. John H. Glynn, page 113.

"An International Food Expert Views the Future"—C. C. Philippe, page 114.

**T**HE forty-fourth annual meeting of the American Meat Institute convened at 10:10 a.m. in the Grand Ballroom, Waldorf-Astoria hotel, New York City, with John F. Krey, chairman of the board of directors of the Institute, presiding.

**CHAIRMAN J. F. KREY:** Welcome to the forty-fourth annual meeting of the American Meat Institute. It's always a pleasure for me to meet old friends and make new ones at our annual meetings. I think, too, that it is good for all of us to get to-



J. F. KREY

gether once a year to discuss our mutual problems. These problems are never quite the same from year to year, and sometimes the questions which were so vital a year or two in the past seem rather remote in the face of new and pressing problems. However, that is to be expected in a forward-looking industry which constantly is seeking to improve its efficiency and service to the public.

You may remember that two years ago, we were all greatly disturbed by the acute shortage of grain and were proposing emergency measures to prevent the liquidation of livestock. By last year, it appeared that the emergency in grain had been averted, but along with the prices of other commodities the price of meat was receiving some criticism, and the industry had a public relations problem on its hands.

Today we are anticipating another near-record corn crop, and the government apparently is making preparations to support the price of hogs. So, as you can see, our situation is quite the reverse from what it was one or two years ago.

### Can't Afford Complacency

I think you will agree, however, that we cannot afford to be complacent. The problems facing us now are as serious as any we have ever faced, and I hope that you go away from this annual meeting with some ideas which will be of help to you as you are confronted by them.

In attempting to evaluate the situation of the meat industry, there are many factors to be considered, some of which are tending to strengthen the demand for meat while others are tending to weaken it. For instance, disposable income—that's what you have left after the tax collector gets through with you—has been holding up fairly well, which would seem to indicate a strong demand for meat. On the other hand, meat is facing some stiff competition, not only from other foods, but also from such durable goods as television sets and automobiles. Rents are higher, too. Baby chick output during the first half of this year was one-fourth more than last year, and the turkey crop is up 29 per cent. That's a lot of poultry for meat to compete with.

Also tending to increase business activity and hence the demand for meat is the spending by federal, state, and local governments. For example, the federal budget calls for the expenditure of about \$15,000,000,000 for military purposes, \$2,000,000,000



more than during the last fiscal year. However, President Truman has proposed a reduction of \$1,500,000,000 for this purpose in 1950-51. More money is being spent on public works of all kinds and residential construction is at a high level. Most people have been saving more money this year than they did last—family savings in the first half of 1949 amounting to 10 per cent of disposable income, as compared with 6½ per cent in 1948.

In many lines of business, price adjustments and inventory liquidations have already occurred, being spread fairly well over the past several years, and some of these businesses are making a comeback.

### Industrial Output Down

Unemployment this month is expected to be over 3,000,000, an increase of 1,000,000 from a year ago, but down from the 4,000,000 level of unemployment in July of this year. Industrial production generally is down but a moderate temporary recovery is expected for September. Cuts in foreign aid and British action to limit imports are factors expected to narrow the gap between exports and imports.

Psychological factors, of course, are always important. Many consumers apparently are continuing to wait for lower prices, but there has been some recovery of confidence on the part of business.

These are a few of the things to consider in figuring out where we stand. Weighing them against one another, I might summarize by saying that increased competition for the meat dollar, further catching up in steel, a tapering off from record levels in automobile output and a continued cautious spending attitude on the part of consumers, are all factors which will prevent the demand for meat from being as strong during the remainder of 1949 as a year ago, and some further decline compared with the first half of the year seems probable. However, strengthening factors may be dominating by the middle of next year. At least most authorities agree that a sharp break in purchasing power will be avoided for another year.

With respect to next year, the outlook is that meat production will be about 23,500,000,000 lbs., 1,500,000,000 more than this year. Despite the increase in population, this production will mean an increase of 5 per cent in meat consumption per capita over this year. And the average person will eat 10 per cent more than in the pre-war years of 1939-41. Per capita estimates are: 63 lbs. of beef, 9 lbs. of veal, 4 lbs. of lamb and mutton, and 77 lbs. of pork. All of the estimated increase in per capita consumption forecast for next year is in the form of pork.

As a consequence of lowered business activity and lower demand, we in the livestock and meat industry are going to have to do an even more efficient job of producing and a more effective job of

selling. This applies not only to meat, but also to other products. In some cases, the non-meat products we sell are losing out in the competitive race with substitute products which have been developed. At least, they have not been keeping pace with the demand for meat.

Two outstanding examples of this trend come to my mind. One is in the case of hides. In 1915, the price of heavy native steer hides was 289 per cent of the average price of all steers, whereas during the first seven months of this year, the price of steer hides was only 91 per cent of the average price of all steers.

The other is in the case of fats and oils. In the decade from 1910 through 1919, lard was selling at more than \$5.50 per cwt. above the price of hogs; from 1920 through 1929, lard was about \$3 above the price of hogs; from 1930 through 1939, lard was only about \$1.50 above hog prices; and from 1940 through 1946, lard had an edge of only 40c. In 1947, 1948 and 1949, the wholesale price of lard has been below the cost of live hogs. In 1949, lard actually has been about \$6 lower per cwt. than the cost of the hogs from which the lard was made.

Briefly, this situation may be attributed to the tremendous supply of fats and oils and principally to the very sharp increase in production of soybean oil.

### Synthetics Threaten Shortening

The sad part of it from our viewpoint is that fats and oils can be produced more economically by soil and sunshine than by putting corn through a hog. But this isn't the whole story. Recently various synthetics have appeared on the scene to constitute a serious threat to the fats and oils market. Among these synthetics are emulsifiers designed for use in bakery goods.

Let me review with you some highlights concerning these emulsifiers. When used, they have the effect of producing a finely divided emulsion—and they eliminate the need for other ingredients including fats and, to some extent, milk and eggs. As a matter of

fact, if a normal amount of fat is used along with these emulsifiers an inferior bread may be produced because of gumminess and excessive fragility. The result is that, if these agents are used, fats are greatly reduced or may be eliminated entirely, giving the baker a net saving in spite of the relatively high cost per pound at which the emulsifiers are purchased.

### Bakers Use Much Lard

If you are inclined to dismiss this as being of no great importance, let me give you a few facts about the use of shortening in bakery goods. Bread and other bakery products account for more than 40 per cent of the lard and shortening used in this country. In 1947, commercial bakeries used 378,000,000 lbs. of lard and 341,000,000 lbs. of other shortenings. With a widespread use of emulsifiers, 1,350,000,000 lbs. of lard and shortening utilized in various products might be reduced by 500,000,000 lbs. This is of vital importance not only to our industry, but also to farmers, who derive 10 per cent of their income from fats and oils.

At best, these products add little in the way of food value to bakery products, and there is some evidence that they are harmful. Even if they are proved to be harmless, their inclusion in bread and other bakery goods is in the nature of adulteration because they replace other products of proved nutritional value.

Other synthetics which are cutting into the fats and oils market are the synthetic detergents, so-called because they do not use animal or vegetable fats. They obtained a toehold in the market and had a phenomenal growth during and after the war while there was a shortage of packaged soaps. Sales in 1940 were estimated at 10,000,000 lbs.; last year's sales were about 625,000,000 lbs.; and this year 700,000,000 lbs. may be reached. Some people think a total of 1,000,000,000 lbs. may be attained in 1952. In the meantime, the sale of laundry and household soap in bar form declined 38 per cent between 1938 and 1947.

Exports have provided an important outlet for fats and oils this season, lard

### NP BOARD— GUIDEPOST TO HOSPITALITY

Shown checking *The National Provisioner* hospitality board in the convention lobby to find the location of their business friends are H. R. Streckert, vice president, and L. W. Atchison, purchasing agent, both of H. C. Bohack Co., Inc., Brooklyn, and I. R. Brenner, Foremost Casing Co. of New York City.





exports for the nine months October through June being 83 per cent above last year. However, most of these exports were financed with ECA funds, and a reduction in such funds will almost certainly result in a decline in exports of fats and oils.

### No Easy Way Apparent

I wish I could say there was some easy and certain solution to this fats and oils problem. Unfortunately, I don't have one up my sleeve. Perhaps the speakers this afternoon will have one. But it does seem to me that there are certain things which can be done and should be done. For one thing, we could produce more meat and less fat from the amount of feed available. I mentioned a little earlier that we probably would have a near-record corn crop this year. It is estimated at more than 3,500,000,000 bu. This is 3 per cent less than last year, but 40 per cent more than the pre-war average crop of about 2,500,000,000 bu. Normally about half of the corn crop is utilized for the feeding of hogs, and the amount of animal fats this industry produces depends in great degree on how many hogs farmers raise to eat 1,750,000,000 bu. of corn and to what weight they are fed before being sent to market.

The U. S. Department of Agriculture has published a study which shows that one-fourth more lean pork and 50 per cent less lard and fat cuts can be produced from hogs weighing 200 lbs. than if the same amount of feed is fed to fewer hogs marketed at 300 lbs. At present, the average hog marketed provides sufficient pork for two persons for one year, but provides enough lard for three persons for a year. This is an undesirable situation, particularly in view of the fact that the demand for meat is elastic and the demand for lard is somewhat inelastic. Putting it another way, if the price of pork chops or bacon drops, more people tend to buy pork chops or bacon. But if the price of lard should decline from 20c to 10c a pound, for example, it wouldn't necessarily send your wife scurrying to the market to buy more lard.

### Saving Pigs Would Help

I believe that a great deal can be accomplished through more widespread use of hog types which produce proportionately more lean meat and less fat and by helping and encouraging the farmer to save more of his little pigs. Approximately 30,000,000 pigs out of last year's crop were lost. If saved and raised to market weight, they necessarily would have produced more lean meat and by causing the feed to be spread over a larger number of animals would have resulted in less lard and fat cuts.

I am not advocating that we give up the lard business in the face of competition. On the contrary, I think we should be more resourceful in taking advantage of scientific research by the American Meat Institute Foundation and others to improve our product, and



PACKERS AND LADIES FROM THE STEEL TOWN

Pittsburgh is represented in this convention lobby shot of left to right: Carl H. Pieper, president; Mrs. and F. X. Ganter, vice president, and Mrs. and George A. Hess, chairman of the board, all of Oswald & Hess Co., Pittsburgh.

we should be more aggressive in merchandising and selling.

At the same time, I believe we should make the best possible use of our resources in producing more of the products which people need and want. I agree with Secretary of Agriculture Brannan, who said recently: "The major change we ought to make in our agricultural production pattern is to increase livestock numbers and the acreage of soil-conserving grasses and legumes to support them. That would be good for the land, good for consumers and good for farmers."

Of course, at the same time, it is essential that consumer demand and buying power be maintained so as to insure the farmer an adequate return for his investment and labor. I hope we never return to a philosophy of maintaining prices by creating artificial scarcities. In this general connection you may be interested in the recommendations recently made by the Institute's provisions committee concerning any support program the government may eventually follow on hogs. These recommendations, which were concurred in by the board of directors, read, in part, as follows:

*"Any price support program on hogs should be designed to encourage long-range emphasis on the production of more hogs, properly finished, at lighter weights that make more efficient use of feed and that provide leaner and more desirable cuts for the consuming public."*

*"Since the government has the sole responsibility of maintaining a price support program (and I emphasize that it is the responsibility of the government alone), the government should have flexibility in its buying program, and it should conduct its buying operations in a normal, competitive way so as*

*not to discriminate between different types and sizes of meat packing companies."*

In my opinion, one of the best ways of avoiding surpluses of grain in this country is to produce more meat and dairy products. It doesn't seem reasonable to hold vast quantities of grain in dead storage when it could be utilized to produce meat, for which the need and desire of the American people has never been satisfied. During the last quarter of 1945, people were eating meat at an annual rate of 180 lbs., and they would have eaten more if it had been available.

The farmer, too, benefits from the production of meat. Last year, almost one-third of his cash income was derived from the sale of meat animals, and, as compared with the production of grains, livestock farming returns to the producer a larger percentage of the consumer's dollar and employs more labor on the farm for the amount of food produced.

### More Mouths to Feed

By 1960, it is estimated that this country may have a population of more than 160,000,000. This means, among other things, that we will have to produce more meat if people are to eat even as well as they do today, we will have to produce efficiently, and we will have to take further steps to conserve and build the soil. We have only a certain number of acres of land to produce food for our population, and we must use them to the best advantage and conserve them for future generations.

Fortunately, meat production, soil building and conservation go hand in hand. Roots of the grass on which livestock feeds help to tie down the soil. Alfalfa, clover and other legumes help

restore its fertility, and animal manure enriches it.

Some startling advances have been made in the development of grasses, some of which are being used to put unwanted and unproductive corn and wheat land back into pasture. Once the sod has been turned over, it is sometimes very difficult to get a stand of grass re-established, particularly in dry sections and in dry years. Nevertheless, it is desirable that a large amount of land be reclaimed—land which is subject to erosion by wind and water and land which has become deficient in nitrogen.

Some of these grasses are very nutritious and make possible an economical production of livestock. For example, recently it was reported from the Central Plains Experimental Station that yearling heifers on grass had gained more than 2 pounds per day from May 10 to August 10. And, in the September issue of *Country Gentleman* there is a very interesting article which reports that modern pastures in some sections of the country are yielding more animal nutrients per acre and at a lower cost than grain. Particularly good results have been obtained in North Carolina, Minnesota and Missouri. Following is a quotation from the Minnesota report: "Yield studies showed that 2105 lbs. of digestible nutrients per acre were produced from modern pastures as compared with 2057 lbs. from harvested crops. Pasture crops produced digestible feed nutrients at a cost of 45c per hundred lbs., while the harvested crop was 89c."

In recent years, Missouri has reduced corn acreage very sharply and nearly doubled livestock, and at the same time has done an outstanding job in soil building and conservation. Among all the states, Missouri is now second only to Texas in the number of acres grazed. If you would like more complete details, you may care to see the publication, "An All-Year Pasture System for

Missouri." This is available from the College of Agriculture, Columbia, Missouri. A survey made by the Doane Agricultural Service established that hogs definitely have an important place in such a balanced farming plan. By using more pasture for the early growth of hogs, more corn is saved for finishing.

There have been many other magazine articles recently which seem to foreshadow a back-to-grass movement. Personally, I think it is a fine thing, which will give us a more diversified and balanced agriculture and which ought to help us satisfy the demand for meat.

### Animal Protein Factor

Another development which should be of significance in producing more meat more economically is the recent research on the animal protein factor, called APF. It has been recognized for some time that tankage and meat scraps are more efficient protein supplements than those of a vegetable origin. However, the meat packing industry has not been able to produce enough of these products to satisfy the demand. Various chemical companies are giving priority to research on the animal protein factor, in the hope of finding synthetic methods of production so that cost will be lowered and availability increased. APF is especially necessary in the raising of hogs and chickens. Reduction in the time factor in growing hogs will result in a saving of 10 per cent in the cost of a pound of pork on the farm, some experts estimate. APF is the most discussed subject in the feed business today, and we shall be looking for further developments with great interest.

In our preoccupation with various industry problems, we should not overlook our responsibility of keeping the public informed. An informed public is a sympathetic and understanding public, and is one of the greatest assets we can have.

For nine years, the meat educational

program has been doing an effective job of disseminating information about the nutritional value of meat and its place in the diet. I think that the program may very largely take credit for dispelling the old superstitions which existed with respect to meat. It is very seldom these days that one hears the statement "too much meat isn't good for you." Medical science has made some rapid advances in research during the last decade, and the meat educational program has been instrumental in bringing the latest discoveries promptly to the attention of the public. Dr. McLester's recent article in the *Journal of the American Medical Association* is but one example, although a very important one, of the thinking which is reflected in advertising of the meat educational program.

I can't over-emphasize the importance of this program to the industry, not only from the standpoint of building good will and acceptance of our products, but also from the viewpoint of building and maintaining good will for the industry itself. During recent years, surveys show, there has been an increasing tendency for people to think that government should look over the shoulder of business to see what it is doing, if not actually to interfere with business. If we supply the public with the facts concerning our business, there will be no need for government to look over our shoulder and even less demand for governmental interference.

I think our public relations program built around the meat team is a step in the right direction, and that we need to redouble our efforts. In May of this year *Fortune* magazine ran an article on public relations which contained, to my way of thinking, a good definition of public relations. It said: "Good business public relations is good performance—publicly appreciated." You and I know that our performance has been up to par, or better. We operate efficiently a business which is in the public interest and receive only a modest return. But do we have public appreciation? I think we have, but at the same time we should constantly strive to preserve and improve it.

**CHAIRMAN J. F. KREY:** The next speaker this morning is one who has spent all of his business career in personnel and industrial relations. He was born and educated in Indiana and shortly after his graduation from Indiana University he went to work in the personnel department of the Marmon Motor Car Co. He later became personnel manager and plant superintendent of Noblitt-Sparks Industries, Inc., Columbus, Ind., and from 1938 to 1947, he was director of industrial relations for the Perfect Circle Co.

For the past two and a half years he has been vice president in charge of the personnel division of the Carrier Corporation, Syracuse, N. Y. He is president of the Personnel Management Council of Syracuse. Howard M. Dirks is well qualified to speak on "Looking Ahead in Personnel Relations."



**DECKER MEN HOLD GET-TOGETHER IN THE LOBBY**

A lobby meeting of representatives of Jacob E. Decker & Sons, Inc., Mason City, Ia., includes Phil Kelley, New York office; Ed Appell and Stanley W. Woodruff, Philadelphia office; S. R. Hicks, New York office; P. J. Thogerson, Mason City, and W. F. English and M. F. Neil, both of the New York office.



H. M. DIRKS

# Employer—Worker Communication is Key to Relations

**H**OWARD M. DIRKS: In 1868, according to a Massachusetts Senate document, an agent of an important factory was asked whether manufacturers ever did anything for the physical, intellectual, and moral welfare of their workers. "We never do," he said. "As for myself, I regard my work people just as I regard my machinery. So long as they can do my work for what I choose to pay them, I keep them, getting out of them all I can. . . . When my machines get old and useless, I reject them and get new, and these people are part of my machinery."

Contrast that doctrine to the one embodied in a statement by your own John Holmes in a message to his company's shareholders earlier this year. Mr. Holmes said, "Success also hinges on a sense of fairness to all groups which the business serves. It embraces a decent regard for the rights of others. It requires fair policies as they apply to customers and the public. *It calls for equitable treatment of employees.* It recognizes the vital function of the shareholders who provide the capital. Management must balance the interests of all of these groups, weighing everything in terms of what is best for everybody concerned—not only for today but what is best for the future."

## Real Progress Made

While those statements may not be entirely representative of the management philosophies which prevailed at the times they were made, I believe the comparison is reasonably valid. Yes, we have made real progress in the field of human relations in business in the last century and particularly in the more recent years.

But we still have a long way to go, and I suspect that will always be the case. Perhaps we make the mistake of thinking there is an attainable state of perfection in the field of personnel relations. We will always be striving to improve our social skills just as we will continue to add to our technical and scientific knowledge. The important thing is that we take full advantage of all we

know now and build on that, rather than continue to make the same mistakes over and over again.

There are many other manifestations of the growing importance being attached to personnel relations in industry today but I don't think any purpose will be served by reciting them. Where we go from here is the question of the hour, and it will be the object of this discussion to suggest some possible long-range courses of action that will steer us in the right direction.

We can be very sure of one thing, and that is that improvements in personnel relations will not come about by chance. They will result only from conscientious effort on the part of enlightened leaders—business leaders who have foresight and courage in the field of human relations as well as in technical pursuits; labor leaders who are willing to place the welfare of the general public above their own personal interests; and leaders in government who are unbiased, fearless, and competent.

And that is not a philanthropic responsibility either. It is an accepted principle that good relations pay off in dollars and cents. That fact has been demonstrated over and over again by companies which have given intelligent attention to human values. A very prominent and respected industrialist said not so long ago—"If we can solve the problem of human relations in industrial production, I believe we can make as much progress toward lower costs in the next ten years as we made during the past quarter century through the development of the machinery of mass production."

Fundamentally, business exists for the sole purpose of performing a useful service to society. It has no other function. Business is a means to an end, not an end in itself.

As Mr. Holmes pointed out, we can identify four specific groups which business serves directly—customers, employees, shareholders and the general public. Now we know full well that those are not separate and distinct seg-

ments of the population. Most people, either directly or indirectly, fall into all four categories, so it is actually a fallacy to think of one group's interests as being opposed to the others'.

Let's look at the interests of customers and employees for a moment.

## Customers and Employees

I think it can be said properly that the primary method by which business serves society is by providing a useful product or service and by doing so at as economical a cost to the consumer as possible. Obviously it must produce a profit in the process or it can't continue to provide the service.

There is no question about the fact that American business has been making admirable progress in this field of endeavor. Through invention, risk of capital, ingenious production methods, hard work, good management, and effective distribution, our business system has helped to raise the standard of living of the American people tremendously—far greater than in any other country on earth. It has steadily increased wages, lowered costs, and provided many new comforts of life. For its achievements in this direction, business deserves high praise.

What about the second group which business serves—employees? Does business discharge its obligation to employees by paying high wages alone? Does business get the most from its workers simply by putting an adequate amount in pay envelopes?

I don't think so. People who devote their time and energies to a business want something more. They want to be treated as human beings, with hearts and souls, as well as muscles and minds. They want and are entitled to some of the non-financial satisfactions that can accrue from their work experience, such as a feeling of self-respect and individual dignity, a reasonable sense of security, decent working conditions, an opportunity to advance in accordance with their abilities, a knowledge that they are a part of the team and that



their contributions to the enterprise are recognized.

This service to the employees is one which is sometimes overlooked, and yet it actually assists materially in the realization of the primary function of business previously described. It isn't a matter of conjecture any more that people who are satisfied and enthusiastic about their work can produce more economically than those who are disgruntled. Or, to put it negatively, failure to perform this service may result in individual frustration and group industrial unrest.

### Desire for Recognition

Clinton Golden and Harold Ruttenberg, two prominent labor leaders, in their book on "The Dynamics of Industrial Democracy" have made this significant statement: "They (referring to the workers) crave to be recognized as human beings, to be treated with respect, to be given the opportunity to find satisfaction in their daily work through the free play of their inherent creativeness, and to win the praise of their fellow workers and secure personal recognition and advancement for their ideas and their ability to think. *The dynamic quality, the militancy, and the crusading spirit of the labor movement, especially of CIO in the last decade, were nurtured by the failure of management to satisfy the non-economic needs of the workers.*"

Actually then, the reason for having a planned personnel relations program in business or industry is two-fold, namely:

First, to facilitate the economic function of business by helping to produce a better product at a lower cost through the effective use of human resources, and,

Second, to provide a completely satisfactory work experience for those who are active participants in the enterprise.

And, as I have already indicated, the two are not only compatible but definitely complement each other. Further than that, they promote the interests of shareholders and the general public appreciably.

Now—how do we go about accomplishing these objectives?

First of all, while I think the major opportunity for progress lies right in our own companies, it is an inescapable fact that the climate which business is given to work in is of no little importance. The impact of federal laws, the attitude of government officials, the effect of nationwide bargaining—all have a bearing on our local situations. At the same time, the conditions within each business have an effect on the national scene, because, after all, the whole is the sum of all of its parts.

I want to make just two or three observations on developments in personnel relations on the national level and then hasten on to the more important matter of employer-employee relationships within an individual company.

My first point is that industry gen-



MAYER DELEGATION HAS AN AFTER-MEETING PHOTO

The cameraman caught this group from Oscar Mayer & Co., Chicago, Madison and other points, following the Monday morning session in the grand ballroom. They are, left to right, A. C. Bolz, vice president, Madison; Harold Mayer, vice president, Chicago; Carl Mayer, vice president, Madison; Oscar G. Mayer, jr., vice president, Madison; Oscar G. Mayer, president, Chicago; W. W. McCallum, treasurer, Chicago and J. Madigan, livestock procurement manager.

erally is certain to be faced with requests for new or liberalized pension and group insurance plans, stimulated, of course, by the Steel Industry Board's recent report to the President. Now there is nothing wrong with the principle of insuring against the hazards of old age and disability, *provided* the plans are established on an actuarially sound basis and they can be paid for through increased productivity. Industries have been adopting such programs voluntarily for years. At the same time, it should be realized that this is a field which must be moved into carefully. There are many problems to be worked out, and it will take time to resolve them on a sound basis.

### Contributory Plan Back

In this connection, I can't refrain from wondering how a pension of \$100 per month, less Social Security, can be built up at the rate of 6¢ an hour, and it is certainly not good to lead employees into believing it can be done if it is an impossibility.

I personally disagree with the Board's recommendation that pension and insurance plans be non-contributory; that is, paid for entirely by the employer. Contributory programs are usually better understood, and I am just old-fashioned enough to think we should each have a personal investment in our own security. I hope that the contributory principle isn't forever lost as a result of the current steel negotiations.

I believe that judicious extension of pension and group insurance plans will help to satisfy the workers' longing for security, and will dispel their fears of loss of income during periods of disability. Reasonable relief from such apprehensions is much to be desired.

While talking about the board's report, I cannot pass up an opportunity to comment on constructive recommendations which were included in it. Of par-

ticular importance are the principles that negotiations should be on an individual company basis and that unions and employers should work out their own problems rather than turn to government as an alternative to sincere bargaining between themselves. If these two objectives are realized, they should both contribute naturally to a better foundation for individual company personnel relations.

A second observation has to do with changes that are being made in federal wage and hour legislation and regulations. As you know, significant developments are imminent, both in the actual statutes and in administrative rulings. I don't have time to discuss them here, but I suggest that your association, as well as individual employers, be completely aware of all that is taking place. The Administrator has invited comments on the proposed regulations, and I believe you should make your position known, whatever it might be. The proposals can have an important effect on your own relationships and costs.

### Labor Laws Not Answer

It's very easy these days to be led into the belief that the solution to our problems in personnel relations in our individual companies lies in our so-called labor laws or perhaps in a reform among those who administer those laws. Nothing could be farther from the truth. The real solution is in a constructive approach to human relations within each individual company.

I don't want to discount the importance of equitable legislation, but it is significant that many companies have had successful employer-employee relations before, during and after the Wagner act.

Clarence Francis, chairman of General Foods Corporation, stated the principle eloquently when he said:

"The rules of the Marquis of Queens-



berry have their application, but they will hardly suffice as a philosophy of life. In other words, you can legislate the conditions under which management and labor can quarrel. You can legislate the conditions under which management and labor can maintain an armed truce. You can even legislate the conditions under which management and labor can enjoy a negative sort of peace without fighting at all. But you cannot legislate harmony into the hearts of men.

"To attain positive industrial peace, we need something more than by-laws and compulsory rules. We need productive teamwork."

During the remaining few minutes I should like to review my concept of a program for improving personnel relations in an individual company. The principles I will discuss are not new or original. They have been tried, refined and proved in many outstanding business organizations, including some in your own industry. They are all directed toward accomplishing our twin objectives of (1) better utilization of human resources and (2) providing a satisfying work experience.

### Competent Leadership

The first essential for a satisfactory personnel program is competent management. There is no substitute for intelligent, progressive leadership in bringing about good relations. That means that every person in the supervisory structure must not only know the technical phases of his job, but must also be able to manage people effectively.

Employees want to work for a successful company and under good leaders. They want to take pride in their organization. They are disappointed and frustrated when that opportunity is denied them. A lack of respect for the employer leads to inevitable trouble.

Competent management doesn't just happen. It is developed, first, by careful selection; second, by adequate and thorough training; third, by delegating the necessary responsibility and authority so that supervision can carry out its functions properly and know that it is doing so.

It has been wisely observed that a supervisor's authority comes from two sources: (1) from above, when higher management gives him the right to decide certain matters, and (2) from those he supervises, when they willingly accept his decisions. His managerial position alone may give him the right to do certain things. But his judgment, knowledge and leadership ability can earn for him the acceptance of his actions and decisions by the men under him. No matter how much authority is given him from higher officials, the authority that really counts is what the men under him give of their own accord.

Inevitably, the effectiveness and morale of any organization reflect directly the ability of its leadership. Napoleon once said, "There are no such things as poor regiments; there are only poor



### SCHAEFER MEETS SCHAEFER

Brothers from different states meet at convention and take time out for a little relaxation. They are Hubert M. Schaefer, sausage department superintendent, Hygrade Food Products Corp., Detroit, and Willibald Schaefer, president, Willibald Schaefer Co., St. Louis.

colonels." That is just as true of business organizations as of armies.

The second important ingredient of a sound personnel relations program is a definite personnel policy to guide all members of management in their relations with employees. Such a policy must represent the sincere thinking of the principal executives of the organization, and it must be subscribed to and followed religiously by all persons in authority. It should include a statement of the underlying philosophy guiding the human relationships in the company. It should also cover the basic program of the organization on such functions as employment, training, wages, promotional opportunities, employee benefits and communication.

### Definite Personnel Policy

It is just good practice to reduce personnel policy to writing so that everyone understands it. An unwritten policy is usually no policy at all. Human efforts can be guided most effectively through a plan of action known to all concerned.

The third factor in a personnel relations program is a competent personnel staff. We need capable specialists in the field of "human engineering" just as we do in the other fields of management.

Obviously, the size and organization of the personnel staff are dependent on the size of the company, but there should be little variation in the quality requirements of the executives charged with this important responsibility. Furthermore, the chief personnel officer must be in the policy-making echelon of management.

Incidentally, it should be pointed out that the most capable personnel executive in the world cannot insure good relations by himself. The personnel man's effectiveness is in direct proportion to his ability to inspire the proper kind of personnel handling by the direct supervisory organization. After all, as has been pointed out many times, the foremen, department heads, and other line executives are the real personnel managers in any business. The personnel executive's chief function is to assist these people in doing the best job possible in human relations within their

own groups. In a very real sense the smart personnel executive is constantly trying to work himself out of a job.

The fourth element in a personnel relations program is effective employment and placement of workers. Hiring the most capable applicants obviously promotes efficiency. It also results in job satisfaction because people are happier when assigned to tasks for which they are fitted.

Applicants for employment should be extended every courtesy even though there are no vacancies for which they are qualified. People looking for jobs appreciate the attention shown them. They always take away some kind of impression, and it might just as well be a good one. They may be future customers, or we may want them badly as employees later. A small portion of the money we spend for public relations each year can well be used for intelligent handling of employment applicants.

### Employment and Placement

We hear a lot of complaining these days about the fact that undesirable employees are hard to get rid of. That may be true, but the one sure way to minimize the number of such people is to avoid hiring them in the first place. And one of the best antidotes for labor turnover is proper selection and placements.

The fifth essential to good relations is a sound training program. New employees must be taught their jobs carefully and completely. They should also be given a thorough explanation of the organization, its products, its policies and its general program.

Lack of proper job training results in inefficiency, and lack of knowledge and understanding is one of the basic causes of unrest. Proper and continuous training can do much to eliminate waste and potential trouble spots.

Leadership training, which has already been mentioned, is of utmost importance. Constant attention to this phase of training is essential to good relations. Its objective is to make each supervisor a good personnel manager.

Education of supervisors and employees in general economics is an important aspect of modern industrial training. People need to know how business operates, where wages come from, how the income dollar is divided, the effect of taxation, and other vital factors about our economy. Such training has a direct bearing on personnel relations.

The sixth fundamental of good relations is a sound wage and salary administration program. Employers should pay the going rates in their communities, if they can possibly do so. Furthermore, individual wage rates must be in proper relationship with each other within the organization. In this connection, a sound job evaluation program is highly recommended.

Recognition for individual accomplishment, either through an incentive plan, or so-called merit rating, is a very

desirable feature of a wage program. Obviously, absolute fairness is essential in the administration of such a plan.

We have heard a great deal in recent months about guaranteed or annual wages. We will be hearing more, because the desire for job security is one of the strongest motivating forces in employees' thinking today. Employers should be doing everything possible to level out production so that more stable earnings will become a reality.

A well-defined promotion and upgrading program is a seventh essential element of good relations. The average worker is ambitious and wants an opportunity to advance in accordance with his ability. A definite plan which provides fair consideration of qualified applicants for promotion has a strong appeal to the employee group.

Nothing irritates employees more than to see favoritism shown when a better job is being filled. They have about the same reaction when someone is brought in from outside to fill a position for which an individual within the organization is qualified.

The company's training program should be geared to its promotional plan. It goes without saying that if an upgrading procedure is to be followed successfully, competent candidates must be made available through adequate preparation.

Finally, a regular program of intercommunication between management and employees is a very potent force in personnel relations. Its importance has not been recognized properly in the past.

### Workers Want Information

Perhaps our cardinal sin of omission in management in recent years has been our failure to keep workers informed of what has been going on. Employees will generally think pretty straight and reach fair decisions if they have the facts. In the future we would be well advised to share more and more information in a way that will be understood and received without suspicion.

We should report our progress and reveal our plans in advance. Reasons for various moves should be explained. We should particularly show employees why our actions are in their best interests.

There is an old saying that "what a person doesn't know won't give him a headache." In personnel relations it works in reverse. What an employer and employee don't know about each other gives both a headache.

We've heard lots of management people brag about the fact that they maintain an "open door" policy for their employees. Usually, though, the effectiveness of such a program is in reverse relationship to the amount of boasting that's done about it.

If an "open door" is to be used effectively, it must swing both ways, and the executive should use that open door to go out into the shop and get acquainted with the gang. He should talk with his people at their work places

frequently and freely, demonstrating that sincere interest which he professes.

Employees generally are getting plenty of information from the outside, and some of it is not very good. We have only ourselves to blame if we do not present the true facts as we know them.

Effective intercommunication also involves finding out what employees are thinking. Regular procedures must be available for employees, non-union as well as union, to air their complaints and receive fair hearings. Techniques such as opinion surveys and personal interviews should be utilized more extensively. It isn't safe for an employer to assume what is on the worker's mind; he should know as definitely as he can and make his plans accordingly.

Here I will have to beg your pardon for talking just a little bit about a certain company. And I do this solely for the reason that our own experience—the thing that I know most about—might conceivably be helpful.

Up in Syracuse, New York, where our two plants are located, we have a number of projects that were designed to get across to the members of the Carrier organization the very points that I am trying to make here today. One of these is our Institute of Business.

### What Are Employees Thinking?

This employee-managed project has been in existence for more than five years. Each term of the Institute runs for 13 weeks. It is attended by approximately 200 individuals, and practically all of them are in the lower compensation brackets, such as factory and clerical workers, junior engineers, and first-line supervisors.

These men and women meet together one night a week on their own time and listen to a talk on some important economic or social subject. Frequently the case method is used. In other words, principles are explained and then applied to the affairs of our own company.

After the speech of the evening, the students break up in small discussion groups, each one presided over by a junior executive—no "brass," mind you! During these sessions, the views of the key speaker are literally taken apart. Ideas are freely exchanged. Criticisms are made without restraint. And the high points of the evening's discussion are passed on to top management with no names mentioned.

The result of this operation is that the men and women who work for Carrier learn a great deal about the American system, both economic and social, and perhaps even political. Furthermore, they learn an awful lot about what makes our company tick. Most important of all, they have an opportunity to get their views across to management. Thus, management obtains a better understanding of employees' problems and attitudes.

It all adds up to this, the Institute is a two-way street. Information—and even learning—flows not only from the top to the bottom, but from the bottom to the top. And I say to you without

the slightest reservation—this undertaking has been of even greater value to management than to the students.

Another Carrier project in which you might be interested is what we call the Cabinet. This is a group of about 100 of our top people who meet each month for two purposes. First, they gather together to listen to exhaustive reports of what happened to our business during the preceding month. Incidentally, these men get exactly the same data that is given to our board of directors, and the monthly meetings occur immediately after each board meeting.

Secondly, an opportunity is afforded for questions and answers and discussion. And I assure you that the questions asked are invariably searching and sometimes even embarrassing.

### A Two-Way Street

Obviously, this is another educational undertaking. But here again the flow of information is not in one direction. Actually, more flows up, so to speak, than flows down.

These are only two of our various communications media. How effective they have been in sum total, no one can measure accurately. However, here is one very significant fact. Carrier has never had any so-called labor trouble—not a single work stoppage—in its plant operations. I believe that this is due chiefly to two things. First, utter frankness on the part of management. Second, a whole-hearted attempt on the part of management to educate the employees, while at the same time giving the employees opportunity, *without limitation*, to educate management.

Naturally I haven't been able to cover all of the essentials of a good personnel relations program in this discussion. I have tried to cover the high spots, pointing out in each case the economic, as well as social values. It is my firm belief that following such a program will not only be profitable, but will make all of our jobs a lot more satisfying and pleasant.

I am optimistic about the future, chiefly because I believe that more and more employers are recognizing the value and necessity of good personnel relations and are taking positive steps to bring them about. We simply cannot afford to pass up the opportunities which are open to us in the field of human relations in business.

**CHAIRMAN J. F. KREY:** Thank you, Mr. Dirks, for your informative talk.

We come now to a part of our annual program which seems to me to have great importance. I believe our industry is unusual in that so many men who start their business careers in the meat packing industry at a young age stay with it, sometimes even to the proverbial three score and ten.

This year we have asked our secretary and treasurer, H. Harold Meyer, president of the H. H. Meyer Packing Co. of Cincinnati, to honor the veterans of our industry who this year have completed 50 years of service in the meat business.

# HONOR INDUSTRY'S 50-YEAR VETERANS

**HAROLD MEYER:** For more than 25 years the American meat packing industry has reserved a few minutes during the session of the Institute's Annual Meeting publicly to honor those veterans—both men and women—who have given 25 and 50 years of service to the meat industry. Since our last annual meeting 46 individuals have become eligible for the Institute's 50-year gold emblem and 1,670 men and women have completed 25 years of service.

Before addressing you this morning, I read the biographies of the 50-year veterans, and I was amazed to find that 13 of them had worked their entire meat industry lives for one company. I was also surprised to learn that we are to honor the man who is believed to be the oldest working meat packing veteran. We are referring to **JOHN PETERS**, who founded the company with his name at Williamsport, Pa. Mr. Peters is 91 years old and still active in business. He will receive a diamond emblem in honor of 75 years of service in the industry. Only four veterans have qualified for this emblem in the last 25 years.

Six of the other veterans have indicated they would be present this morning. Will the following gentlemen please come forward: **H. J. Mayer, sr.**; **George Kleemeier**, **A. C. Hofmann**, **R. E. Sthen**, **Carl J. Abell** and **Hubert M. Schaefer**.

*After reading the biographies of these men, Mr. Mayer presented each with the American Meat Institute's gold pin. Sebastian Mayer received the pin for his father, H. J. Mayer, sr., who was unable to attend.*

## 50-Year Veterans

**H. J. MAYER SR.**, H. J. Mayer & Sons Co., Chicago: One of the most widely known packinghouse supply men in the States and Canada, and co-founder of the company which bears his name, Mr. Mayer began his apprenticeship at Stein am Rhein 60 years ago. He worked for a year in Switzerland, and another short period in Paris, France. In 1893, Mr. Mayer came to Chicago and worked in one of the Morris & Co.



**H. J. MAYER**

sausage plants. In 1900, Mr. Mayer went to Canada for five years with the Gallagher Hull Packing Co. and remained there when Burns & Co. took over the Gallagher operations. In 1925, Mr.

Mayer formed a partnership in the H. J. Mayer & Sons Co. and has continued as the organization's active head.

**GEORGE KLEEMEIER**, The H. H. Meyer Packing Company, Cincinnati: For the first 23 years of Mr. Kleemeier's



**KLEEMEIER**

business career, he sewed hams for three packing companies: The H. H. Meyer Packing Co., the John C. Roth Packing Co., and the A. R. Sander Packing Co. In 1922, Mr. Kleemeier was hired by the H. H. Meyer Packing Co. for work in its shipping department, and has been employed there ever since. His entire

half century of work in the meat packing industry has been spent in the city of Cincinnati.

**A. C. HOFMANN**, The Hofmann Packing Company, Inc., Syracuse, N. Y.: Mr. Hofmann started work with the Hofmann Packing

Co. in 1898. He learned the business under the tutelage of his father and uncle who started the company in 1879 at Syracuse, N. Y. At the death of the elder Hofmann, Mr. "A. C." jr. became president in 1921 and is still working in the same capacity. Mr. Hofmann's company has one woman and six men employees, each of whom has been in the meat packing industry for 25 years.

**ROBERT E. STHEN**, John Kern & Son, Portland, Me.: Mr. Sthen got his start as a boy working Saturdays at several stalls in the shadow of Faneuil Hall, Boston, and after his graduation from high school in 1900 he worked full time for the T. H. Wheeler Company, Boston, as a weigher and salesman. After several years, Mr. Sthen migrated to Portland, Me., where he became connected with his present company as a salesman. In 1938 he was made a vice president and elected to the board of directors.

**CARL J. ABELL**, The Hughes Provision Co., Cleveland: Mr. Abell started his meat packing career with Swift & Company in Chicago about 51 years ago as a scaler in the sweet pickle department. Later, he was transferred to the superintendent's office and trained as a



**HOFMANN**

wool puller. When Swift opened its wool pullery in St. Joseph, Mo., Mr. Abell was placed in charge. In 1908 he went to Swift's Canadian plant in Toronto, and was later made assistant superintendent in charge of by-products and refining cottonseed oil. For 14 years Mr. Abell was in an administrative post with the Cleveland Provision Co., and later served in an advisory capacity for packers in solving operating difficulties. He has been superintendent of The Hughes Provision Co. since 1940.

**HUBERT M. SCHAEFER**, Hygrade Food Products Corp., Detroit, Mich.: Mr. Schaefer started his apprenticeship in the meat business in Germany in 1898. After he came to the United States, Mr. Schaefer was employed by



**SCHAEFER**



**G. TIMMS**

Swift & Company in Toledo, Ohio. For the last 30 years, he has been with Hygrade Food Products Corp. and stationed in Detroit.

**GEORGE TIMMS**, The Cudahy Packing Co., So. Chicago, Ill.: Mr. Timms, who is manager of the beef department of his company at the South Chicago branch, got his start with the Frank O. Squires Co. of Boston in 1899. Eight years later he went with the Boston Beef Co., and then a year with Swift in the Boston district. In 1913, Mr. Timms joined the Cudahy organization as beef salesman at their Clinton Market branch in Boston. In 1920, he came to Chicago, and has been manager of the beef department at the South Chicago branch since 1923.

**JOHN AMSLER**, Hunter Packing Co., East St. Louis, Ill.: Mr. Amsler finds that conditions in the industry have changed since he started with Morris & Co. 50 years ago in East St. Louis. He remembers that his base pay was 7½ cents an hour, and that frequently the work week was 90 hours long. In 1904, Mr. Amsler was assigned to stuffing sausage, and his pay was based on 35 cents for each 1000 pounds of small sausage, and 15 cents for each 1000 pounds of large sausage. Two years later he entered the employ of the East Side Packing Co. Eleven years later, Mr. Amsler was made foreman of the



sausage and smoked meat departments. In 1932, the East Side Packing Co. became the Hunter Packing Co., and Mr. Amsler is presently employed there as a supervisor of the sausage manufacturing operations.

**JOHN F. PIPPERT**, Marhoefer Division of The Kuhn Packing Co., Chicago. Mr. Pippert got his start under his father's tutelage in Rock Falls, Ill. in the latter's retail meat and livestock business. He went with Morris & Co. in 1904 as a cashier and bookkeeper in the branch house department. Mr. Pippert has been associated with the Schmauss Packing Co., Rockford, Ill.; Armour and Company, Arnold Brothers, Agar



PIPPERT

Provision Co., The Rath Packing Co., and with his present company. He has spent his entire life in different phases of the meat business.

**STEPHEN BELECZ**, Tobin Packing Co., Rochester, N. Y.: Mr. Belec began his apprenticeship in Veszprem, Hungary, in 1895. In 1904 he came to the United States and went to work for the John J. Felin Co. in Philadelphia. In 1909 Mr. Belec went to the Rochester Packing and Cold Storage Co. Aside from a short period, when Mr. Belec was in his own business, he has continued in the wholesale end, and in 1933 he returned to the Rochester Packing Company, now a division of the Tobin Packing Company.

**DARBY MULRYAN**, Kingan & Co., Indianapolis, Ind. Mr. Mulryan, who is 74 years old, has had but one job in our industry since he came to this country

from County Galway, Ireland, in 1898. He started work with Kingan & Co. in 1899 in the export packing department. Later Mr. Mulryan became a skilled knifeman and has done several types of knife work since for his company.

**ALBERT J. APFEL**, The Cincinnati Butchers' Supply Co., Cincinnati, O.: Mr. Apfel's entire 53 years of business activity have been spent with the company he is now with. He was hired February 1, 1896, as a shipping clerk, and as the years progressed, he was grad-



APFEL



HRBEK

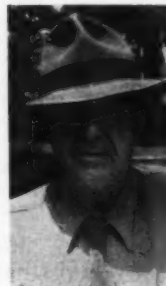
ually moved upward with greater responsibilities. Mr. Apfel is now treasurer of the packinghouse equipment manufacturing company.

**ANTON J. HRBEK**, The Cudahy Packing Co., Omaha, Nebr.: He started with this company in 1899, and aside from a few years spent in the canning department, Mr. Hrbek has been employed on the beef killing floor during his entire 50 years of service with his company.

**FRANK SIEBERT**, Armour and Company, Chicago, Ill.: Mr. Siebert started to work for Morris and Co. at Chicago, in 1899. He was just a boy of 15 then, but succeeded in getting a job working in the pens and on the sheep

killing floor. Later, he was switched over to the Armour payroll, and has never worked for any other company. He was born February 9, 1884, and has a family, now grown. His home is in Chicago. For a good many years he has been a final room-butcher.

**FORNEY L. WINNER**, Winner Packing Co., Lock Haven, Penn.: Mr. Winner started his life's career in the butcher shop owned by his father in the year 1889. There was a small shop in the rear where a small amount of slaughtering was done. Being in a community where wild game was plentiful, the Winner shop did a thriving business in the sale of bear and deer meat. In 1900, at the death of his father, Mr. Winner took over active management of the shop and enlarged its slaughtering facilities. He built a new packing plant in 1914, and for many years, supervised the livestock buying daily at the Buffalo livestock yards. Since 1945, he has been an active member of the board of directors of his company, as well as president of the local building and loan association, and a director in several other corporations.



WINNER

**J. C. BURHMASTER**, East Tennessee Packing Co., Knoxville, Tenn. He got his start with Morris & Company in 1897 in East St. Louis. Mr. Burhmaster has also worked for Swift & Company and the East Side Packing Co. He joined the East Tennessee Packing Co. 28 years ago and is still there.

**LOUIS G. DEUTSCH, sr.**, Tobin Packing Co., Rochester, N. Y.:

Mr. Deutsch began his apprenticeship in Europe in 1899, working in Berlin, Aussig, Vienna and Prague. He came to this country in 1908 and worked for several packers in the Greater New York metropolitan area for eight years. He went to Utica as foreman for the C. A. Durr Packing Co., where he remained for five years. In 1921, Mr. Deutsch became superintendent for the Rochester Packing Co., now the Rochester Division of Tobin Packing Co., Inc.



BURHMASTER

**ANDREW WILLIAMS**, Armour and Company, Chicago, Ill.: Mr. Williams started for Morris and Co. in 1899 when he was 14 years of age. He admits that he gave an advanced age since birth certificates were never requested in those days. In 1902 he went to Swift &



#### 50-YEAR VETERANS WHO RECEIVED THEIR AWARDS IN PERSON

Left to right are S. A. Mayer representing H. J. Mayer of H. J. Mayer & Sons Co., Chicago; George Kleemeier of H. H. Meyer Packing Co., Cincinnati; A. C. Hofmann, Hofmann Packing Co., Syracuse; Robert E. Sthen, John Kern & Sons, Portland, Me.; Carl J. Abell, Hughes Provision Co., Cleveland, and Hubert M. Schaefer, Hygrade Food Products Corp., Detroit.



Company and worked there as a butcher in the sheep kill from 1902 until 1919. His main job there was ripping down sheep. He came back to Armour and Company in 1919 and has worked continuously since then. His job is now that of ripping down sheep. His home is in Chicago.

**A. E. WERTZ**, The Rath Packing Company, Chicago: Since starting as a delivery boy with Noelck & Hoenn, Chicago, more than 50 years ago, Mr. Wertz has shuttled between the wholesale and retail end of the meat industry. He has served as a meat cutter at several retail markets, and as manager of the meat department of a department store. For 19 years, Mr. Wertz was a salesman for Wilson & Co., Chicago, and since 1926, he has



**A. E. WERTZ**

been selling for The Rath Packing Co. in the Chicago territory.

**GIL CLARY**, Guggenheim Packing Co., Wichita, Kans.: Mr. Clary got his start in 1896 with the Cudahy Packing Company, Omaha, and for the next 13 years alternated at the Armour and Company and the Swift & Company plants there. He returned to Cudahy at Wichita in 1909 and stayed for 34 years, after which he shifted to the Guggenheim Packing Co. in the same city. Included in the biographical information furnished the Institute



**GIL CLARY**

was: "Fine workman; doesn't need glasses, and a good poker player."

**MARTIN J. HESSION**, Kingan & Company, Indianapolis, Ind. He started in the meat industry with Kingan & Co. 50 years ago in the loading department. He was for many years a supervisor of loading operations, until his retirement from active service a few weeks ago.

**OTTO GEORGE SONNEMAN**, Armour and Company, Los Angeles, Calif.: He got his start with the Kellerman Packing Co., Merseburg, Germany, in 1899, working as an apprentice, and active in all parts of the plant, from slaughtering to sausage-making. From 1902 to 1906 Mr. Sonneman was associated with his brother at Ammentorf, Germany, in packinghouse operations. He came to this country in 1907 and found employment in Pennsylvania plants. In 1918, Mr. Sonneman went to Los Angeles and for eight years was with Woodworth & Bennett. Then he went into business for himself until 1930. Later he came to Armour and

Company and remained until his retirement a few months ago.

**JOHN DRONSO**, Cudahy Brothers Co., Cudahy, Wis.: Mr. Dronso began his meat packing career with Cudahy Brothers Co. in 1898 in the hog kill and



**DRONSO**

hog cut departments. He has served his entire industry lifetime in that department. He retired from service with the Wisconsin firm last month.

**WILLIAM REINKE**, Cudahy Brothers Co., Cudahy, Wis. He started with Cudahy Brothers Packing Company when he was 14 years of age. He was employed in the hog kill department until 1908, when he was transferred to the beef kill department and has been employed in that department ever since.

**CHARLES L. STEEL**, Wilson & Company, Cedar Rapids, Ia.: Fifty-seven years ago Mr. Steel started work in the cooper shop of the T. M. Sinclair Company in Cedar Rapids. Later, he worked for the Cudahy, Decker and Hormel packing companies, but joined the Wil-



**STEEL**



**MAGERL**

son company in 1926, and had been employed as a cooper up until the time of his retirement from active duty a few months ago.

**JOSEPH MAGERL**, Wilson & Company, Kansas City, Kans.: When he was 12 years old, Mr. Magerl came to this country from northern Austria to join his father who was already working for Armour and Company in Kansas City. After studying our language, Mr. Magerl started work in the beef casing department of one of the packers. He joined Morris & Company in Kansas City in 1904 and remained there 20

years. He joined Wilson & Company in that city, and has been employed in the company's hog casing department for a quarter of a century.

**JOHN SHEEHAN**, John McKenzie Packing Co., Burlington, Vt.: Mr. Sheehan started work in his father's packinghouse in 1898. He also was employed in other packing plants, and joined the McKenzie company in 1914 as a meat boner. He is still working at the bench for this company after serving the firm for 34 years.

**ALBERT JOHNSON**, The Cincinnati Butchers' Supply Co., Cincinnati: Mr. Johnson, now 84 years old, was one of



**JOHNSON**

the first men employed by the late Charles G. Schmidt, founder of the company. Mr. Johnson went to work in 1886. He was employed in various capacities, such as painting, the casing department, and machine shop. Three years ago Mr. Johnson was assigned to activities which were more in keeping with his desire to "ease up." Despite his age, Mr. Johnson is still on the job with the "Boss" firm every day.

**WALTER W. WILSON**, Wilson & Co., Oklahoma City, Okla.: Mr. Wilson got his start in the industry with the Swartzchild & Sulzberger Co., Kansas City, Mo., in 1899, and he remained with



**WILSON**



**NOVOTNY**

this company 15 years. He then transferred to Wilson & Co. and was moved to the company's Oklahoma City plant as foreman of the beef casing department. For 32 years, Mr. Wilson has held this same position.

**ANTON NOVOTNY**, The Cudahy Packing Company, Omaha, Nebr.: He completed fifty years of service in the industry this year, of which 44 years have been spent with Cudahy, four years with Armour and Company, and two years with Morris & Co. With the exception of a few years in the canning departments, Mr. Novotny has been on the beef killing floor during his entire industry career.

**CHARLES H. STRAUSS**, John Mor-

rell & Co., Topeka, Kans. Mr. Strauss has had but four jobs during the half century he has been employed in the meat packing industry. These have been with the Wolff Packing Co., where he started in 1899; the Allied Packing Co., Hygrade Food Products Corp., and the Morrell company, from which he retired this month.

**AMBA T. BERKLA**, Wilson & Co., Cedar Rapids, Ia.: Mr. Berkla, like so many of the industry's veterans, got his start in the meat packing business while still in school. He had a position with the Purity Packing Company in Peoria, Ill., around 1896. Three years later, Mr.



**BERKLA**



**MISCHLICH**

Berkla journeyed to Cedar Rapids to visit relatives and was hired at the T. M. Sinclair plant as a worker in the smokehouse. He has remained in that department, and now is inspector.

**DAVID MISCHLICH**, Wilson & Company, Kansas City, Kans. Mr. Mischlich's first contact with the meat packing business was as an errand boy for the superintendent of the Dold Packing Co., Wichita, Kans. in the year 1897. He took a flyer in the retail grocery business for several years, but returned to meat packing when he joined Wilson & Company at Kansas City in 1923. He is employed at present in the car lines department.

**HERMAN C. MEYER**, Armour and Company, Kansas City, Kans.: He has been an all-round man in the sausage

manufacturing department. He got his start with the Jacob Dold Packing Co. in 1893 as a sausage linker. Seven years later he went to work in the hog casing department at Fowlers, Kansas City. Mr. Meyer came to Armour in 1918 and was placed in the hog casing department for a short time before transferring to sausage manufacturing. Mr. Meyer was retired a few months ago. His record shows: . . . "has no hobby except hard work."

**CHARLES YECHOUT**, Armour and Company, Omaha, Neb.: Mr. Yechout has spent his entire industry career with Armour and Company, Omaha. His company record shows "floorsman in beef dressing department since 1902, and prior to that he did rumping in the same department." Mr. Yechout has five children, including two sons, Stanley and Rudy, both of whom work for Armour in the beef dressing department. Mr. Yechout, who retired a few months ago, likes ball games, concerts and gardening, and helps to care for a three-acre plot belonging to his son Rudy.

**ANTON RIEDER**, Coast Packing Co., Los Angeles, Calif.: Mr. Rieder, who is president of the Coast Packing Co., had already served nine years in the meat industry in Vienna before coming to this country in 1908. His first job here was with the Chris Eick Packing Co., Chicago. Later, he went to Arnold Brothers, also in Chicago, before migrating to the west coast.

**EVERETT JONES**, Armour and Company, Omaha, Neb.: Mr. Jones has been employed all his life by Armour and Company, Omaha. Most of his activities have been confined to the hog dressing department since 1899. His hobby is baseball, and many years ago he played with the old Omaha Browns.

#### AD COMMITTEE MEETS

In a six-hour Sunday session, interrupted only for dinner, AMI's advertising planning committee considered future plans for the \$2,500,000 meat educational program in 1949-50. The AMI board of directors has approved continuance of the industry program.

**WALTER W. TILLOTSON**, Armour and Company, Omaha, Nebr.: He has spent his entire meat career with Armour and Company, beginning in 1899, when he worked in the cattle buying department doing various jobs. He became a buyer in 1904, remaining in that capacity until his retirement a few weeks ago.

**GUS NOAH**, Armour and Company, South St. Joseph, Mo.: Mr. Noah's first packinghouse job was with Swift & Company, So. St. Joseph, in the pig feet department when he was 15 years old. He worked for Swift 23 years. He came to Armour and Company in 1922 in the pork trimming department. Mr. Noah has been in the oleo department since 1933 and until a few weeks ago.

**JESS J. FULLER**, Armour and Company, Kansas City. Mr. Fuller's entire lifetime of work has been spent with one company. He has spent most of it in the canning department as a maintenance mechanic since 1898.

**JOHN PETERS**, founder of the firm of John Peters, Williamsport, Pa., who was awarded the diamond pin for 75 years of service.

*Other 50-year veterans in the meat packing industry are:*

**CHARLES BROWN**, Bloomington Packing Co., Inc., Bloomington, Ind.

**W. H. BUTCHER**, The W. H. Butcher Packing Co., Oklahoma City, Okla.

**FRANK KUNTSMAN**, The Ideal Packing Co., Cincinnati, O.

**JACOB HERZBERGER**, The Ideal Packing Co., Cincinnati, O.

**KARL BOSCH**, Eckert Packing Co., Henderson, Ky.

**ANDREW HERRUD**, Herrud & Co., Grand Rapids, Mich.

**THEODORE ALVAREZ**, Wilson & Co., Buenos Aires.

**CHAIRMAN J. F. KREY**: It is certainly marvelous that we can have so many of you veterans of the industry with us today.

Our next speaker is Dr. John H. Glynn, assistant manager, The Armour Laboratories, Armour and Company.





DR. GLYNN

# Glynn Appeals to Packers to Save Pituitary Glands

IT IS not news to any of you that the meat industry has, in the past, contributed substantially to medical progress. Certain diseases which formerly were uniformly fatal are now under complete control. Insulin, extracted from the pancreas, allows the diabetic to live a normal life. The victim of pernicious anemia remains in good health, thanks to liver extract. I need not prolong the list which is familiar to most of you. I have come to tell you something of the meat industry's newest contribution to the science of medicine.—A.C.T.H.

These letters are simply an abbreviation of adrenocorticotrophic hormone, which is too long a word for even a scientist to handle. This new drug is prepared from the pituitary glands of hogs. When injected into the human body it apparently stimulates the body's own adrenal gland to secrete a number of substances necessary for normal health.

## Might Be Diagnostic Tool

It has long been known that complete destruction of the adrenal gland results in death. Partial destruction, while not necessarily fatal, results in a sick person. A severe degree of adrenal disease is easy to diagnose, but a slight degree presents a major diagnostic problem. Here, we thought, is a place for A.C.T.H. It might be a diagnostic tool. Since it stimulates the adrenal it should produce changes in the normal person with normal adrenal glands. In a person whose adrenals were diseased it should either not produce these changes or produce them to a lesser extent since there would be less adrenal tissue to stimulate.

In a series of clinical tests this is precisely what was found. We were quite happy about it for we could give the physician a means by which he could diagnose varying degrees of adrenal disease. To be sure, there is not a great deal of adrenal disease in the country but, on the other hand, it requires 400,000 hogs to make 1 lb. of A.C.T.H.

So it looked as though the need and the supply would balance out.

However, medical research is composed of endless curiosity. Here was a new drug which would do something no other drug had ever done before. We did not know very much about it. It was necessary to find out all we could so we selected several research hospitals best equipped to do a thorough and complete job of investigation. We sent this new drug to these hospitals and asked that all the information they could obtain be recorded. Most of all, we wanted to know what harm, if any, this new powerful drug might do. What kind of patient can provide such information? Obviously the chronic invalid who stays in the hospital for periods of weeks or even months.

As reports were sent to us we tabulated the information. At first we disregarded the incidental remarks of the physician that the patient seemed to be relieved of his illness. Neither we nor the physician could believe that the drug might be responsible. But the same reports kept coming from hospitals throughout the country that patients were relieved of symptoms after receiving A.C.T.H.—not just one disease but several, mostly the chronic diseases of middle age and old age for which we physicians had been able to do very little in the past.

At the end of the first year we could no longer doubt the reports. We were forced to accept the fact that this new drug was as important to medical progress as penicillin. Instead of being a minor contribution, it became extremely significant.

And this created for us a problem that we would gladly have refused if we could. At 400,000 hogs per pound of A.C.T.H. the potential supply of A.C.T.H. is definitely limited. One disease alone, arthritis, which numbers at least 6,000,000 victims in the United States, could not be treated with the available supply of A.C.T.H.

We were forced to the only possible

conclusion that could be reached. A.C.T.H. would never be a treatment for any disease. With such a limited supply we dared not give it to one person and deny it to another. But it still had great value.

By giving it to qualified medical investigators, who would use it in the various diseases it did relieve in an effort to find out the mechanisms which caused these diseases, it had still greater value. Once you know the full story of how a disease occurs, the cure may be not far distant. By using A.C.T.H. as an investigative tool, something else in abundant supply may be used in its place. This is precisely what is being done with A.C.T.H. at the present time.

## Every Gland Is Needed

I did not come here to tell you of the amazing effects of this new drug. I came to make an appeal—but it is an appeal to which I feel each of you will be eager to respond. It is simply this: *Save every pituitary gland from every hog slaughtered in the United States. Send them to us. By this means we can stretch the supply of A.C.T.H. to the full possible limit. In doing so we can give doctors the tool with which to find out how to treat many diseases that are now incurable.*

**CHAIRMAN J. F. KREY:** I am sure that everyone will cooperate with you in saving every available pituitary gland. Our last speaker should need no introduction since he is responsible for the hospitality and good food you are enjoying at this hotel. C. C. Philippe is executive sales and catering manager of the Waldorf-Astoria hotel. His subject is "An International Food Expert Views the Future."

Mr. Philippe is in an especially good position to comment on world affairs as they affect the meat industry inasmuch as he spends several weeks abroad each year and has just returned from an extensive trip through the countries of France and Italy.





C. C. PHILIPPE

# Europe Too Close to Starvation For Real Stability

**C. C. PHILIPPE:** Having accepted with a great deal of pleasure the opportunity of speaking to you, it was only later that I realized that in doing so, in the title of my speech, I was joining the membership of what seems to be a rapidly expanding group of people of both sexes and all ages and several nationalities, who now look into the future. As a matter of fact, it is a sad commentary on the state of the world, that at no time in history have so many people tended to peer into the future to try to find the answers for many problems and riddles that affect us today.

I felt humble in coming here today not buttressed by several tons or square feet of statistics. On the other hand, very often, one does not see the trees because of the woods. Possibly a basic consideration, such as how much people have to eat and what are their chances of eating more, gives a sounder clue to the economic condition of a country or its future than the laborious massing of a tremendous amount of reports.

I spent five weeks in France and Italy this summer. I had an opportunity to stop in small villages and towns and a great many other places which are a little bit off the beaten track. Europe—France and Italy particularly—have undoubtedly won their battle for food. When I say the battle for food, it is no exaggeration, because since the war a very important part of the population has been close to starvation. As a matter of fact, too many of them today are still not sufficiently far removed from it. In both countries—particularly Italy—a tremendous number of agricultural workers—I didn't say farmers because the owning class are always in a better situation—the peasants and the industrial workers do not have enough to eat.

Their diet is not varied. It consists mainly of bread in both countries, with wine and olive oil and now and then meat and vegetables. They are not far away from the starvation borderline because any minor disturbance—a few extra days of rain, too long a drought, as

the eight weeks they had this summer, or a few days of unemployment or sickness in the family for the industrial worker—finds them right back almost to a starvation diet.

That is important to remember because regardless of all we read in the newspapers over here, great social revolutions will not be started anywhere in the world because the worker does not have an automobile or radio or bathtub or television set. He can get along without these things, much as he would like to have them.

## An Easy Prey for Isms

When he is hungry and his family is hungry, when he doesn't earn enough money or the distribution system breaks down so he has no means to get enough food out of his earnings, then the purveyors of various isms—whether communism or others—have a field day and a wonderful opportunity to lead these poor, underfed people into unfortunate adventures in political science.

Today in Europe, and in France and Italy particularly, the majority of the population have a diet which is almost equal to what they had before the war. However, there is not much margin of safety. Here we have a buyer's market; over there the governments have a great deal of trouble in making both ends meet.

This year, eight weeks of drought in France forced the government to import tons of milk, cheese and butter from Denmark and Holland, and also fresh vegetables, so as to defeat the efforts of a hardy band of individuals who had amassed great wealth in the black market and, since the removal of all rationing except coffee in the past year, have been looking for the opportunity of diving back into an economic situation which would make the black market possible again.

The price of butter went up from 450 francs to 1000 francs inside ten days. Production was dropping off because of the drought. It was only by the whole-

sale importation of these products that the government was able to forestall another black market.

One hundred or \$150,000,000 will have to be taken out of the Marshall Plan funds for the importation of foodstuffs which would otherwise have been devoted to buying industrial equipment and machinery which is badly needed.

Italy suffered from the drought, but to a lesser extent, and possibly has a longer tradition of poverty. It is unfortunate to say, but, on the whole, Italy is content with what we consider absolutely impossible to accept. The Italian has the sun and he seems to be very happy as long as he has a chance to work. Unemployment has dropped by 25 per cent, but, by and large, the country has turned a dangerous corner. In both countries there are very definite lasting and heavy problems to solve.

## No Vent for Population

In Italy, for instance, the population increases by 300,000 to 400,000 people a year. Before the war the excess of births over deaths was taken care of by emigration. About the same number of Italians emigrate to South America and United States and other places in the world, but since the war emigration only takes care of 25 to 30 per cent of the gain. Thus Italy, with 35,000,000 to 40,000,000 people, will reach 50,000,000 in another 10 or 12 years, with only one-fifth or one-quarter of its land usable for farming or raising cattle. It is only able to take care of half of its food needs and must import. To import it must get dollars and that is one of the great questions in the world today. What is going to be the policy of America?

To continue to insist upon selling more than we import may help us maintain our industrial plants and our economic balance, but, on the other hand, how are these people going to obtain dollars to buy things from us? One solution might be a new barter system whereby we would take so much in



French and Italian products each year and declare a dividend among the American taxpayers who have to pay taxes and underwrite the Marshall Plan. However, that would arouse indignation from the manufacturers of the same products here.

Yet the problem is here. We cannot expect them to buy from us unless they have dollars, and they cannot get the dollars unless we buy their products. It is a problem which I am sure is causing many sleepless nights in Paris and Rome because 1952 is approaching.

They realize and fully understand and are aware that the generosity of the American taxpayer—a generosity which is unparalleled and never before seen in the history of mankind—does have its limits. A certain number, of course, are affected with the same WPA or PWA attitude that we had over here. Most of them are not likely, however, to be of the disposition to keep on asking for loans. They would like to be able to stand on their own feet.

The industrial progress in France and Italy, in nearly all lines, has approached or exceeded the best years before the war—thanks to American aid. They know it and they appreciate it, but they are still faced with the same problem. There have been fundamental disturbances in international trade: South America and vast regions of the world have very substantial frozen sterling credits. The definite balance of international commerce we enjoyed in the last 50 years has been completely disrupted. So far, no adequate solution has been found.

### Livestock in France

You may be interested in a few figures on the livestock population of France. In 1938—the last figures given before the war—cattle population amounted to 15,622,000 head. This year, on the basis of the first six months, which may be slightly affected by the drought, the population will almost reach 15,400,000.

In 1938, there were 7,117,000 hogs. This year the total may reach 6,400,000.

In sheep there has been an even more marked decrease, with almost 10,000,000 before the war and not quite 7,500,000 this year.

Italian statistics for 1949 are not available, but they will indicate roughly 10 to 15 per cent fewer animals than before the war. Considering the great loss they suffered during the war—the damage caused by the Germans and the wholesale killing of cattle because of insufficient food—they have shown rather remarkable progress in the last four years.

Of course, in the final analysis, both countries—as a matter of fact, all of Western Europe—must be considered a man who has just come through a very dangerous and almost fatal illness. Thanks to penicillin, another American invention, he has been saved. He has gone through a rather long convalescence, four or five years; and now is starting to walk on his own feet. You

cannot ask or expect him yet to participate in any weight-lifting tournaments. He is not quite that healthy.

Belgium, the most fortunate of all western democracies, came out with very little damage compared with the First World War. With a small population of only 14,000,000, she was the only country in western Europe which found herself with substantial dollar credit in America (over \$800,000,000), nearly all of which represented copper, uranium, and other metals of importance which the Belgians poured into the war.

### Suffered Great Losses

The rest of the countries except Switzerland—Holland, England, France and Italy—have had great devastation. Though there is a great deal of controversy going on in Washington now about the efficiency of one bomber against another bomber, I assure you that you do not want to think of them when you drive through these countries and see whole towns devastated, as are some of the Italian seaports. And, of course, in France, in both invasions, north and south, we blasted every railroad bridge and every road bridge within 200 or 300 miles of the coast. We bombed every factory that was capable of producing any war potential for Germany.

There has been a great waste of money. It costs a lot of money to rebuild and costs, unfortunately, are about what they are here—three or four times what they were before the war. On the other hand, the populations of these countries, having gone through two disastrous wars, feel the need for security more than ever before and it is not too surprising when you analyze why. They have seen their savings wiped out by two inflations, one after the First World War and the present. They have seen their normal forms of capital and fam-

ily and business broken up and dispersed, so they turn and look to the state for the security which they feel they can no longer give themselves or their families.

Again we have a very unfortunate situation. There are undoubtedly a great many needed social developments, but it is like the man who had his house burned down twice in the last 25 years and had no fire insurance. He rebuilt it once and he is rebuilding it the second time. However, he feels that he needs a little more elaborate setup than the first time. He wants some more expensive furnishings, a car in his garage, and only wishes to work five days a week instead of six to earn money to pay for all this. In one way you cannot blame him for wanting a little more leisure, but it is a rather bad situation for all of these wants and needs to coincide.

### Timing Has Been Bad

The timing for all these social reforms has undoubtedly been bad; they should have been distributed over a longer period of time. However, you have the urgent need of the people, particularly the working classes, for some types of government support. You also have, and one must not forget it, a fight against international communism. You are faced in France and Italy with a fight against a very active communist party which went out of its way to promise the peasant worker the moon and the stars. The role of the opposing forces against the communist party was not a very easy one.

The opposition had to promise a lot of completely uneconomic schemes which would never work. But, on the other hand, an election is an election, and you cannot go out and ask for votes unless you present something else. So political parties, even the conservative middle-of-line parties, have been forced to prom-



MICHIGAN PACKERS OBLIGE THE CAMERAMAN

Left to right: John Worzniak, manager, and Steve Kowalski, president, both of Kowalski Sausage Co., Detroit; Ray Peters, president, Peters Sausage Co., Detroit; Homer G. Nichols, president, and S. Dillon Foss, vice president, both of the Nichols-Foss Packing Co. of Bay City, Michigan.

ise to underwrite social reforms which have been far beyond what they really would have liked to do. They would have liked to spread them over ten or 15 years, but they could not. It was more urgent to win the election and to keep the communists from gaining control than to worry right then about the source of the money.

In France, 40 per cent of all the industry pay rolls are given to the government for social programs. In other words, if an employee costs you \$100 a month, you must give an additional \$40 a month for social security, old-age pensions, unemployment insurance, health and sickness. And the government, faced with a declining birth rate since the First World War, has been very generous in giving a bonus to the workers for each child, so that the working man who has six or seven children today can practically afford to sit home and help his wife cook dinner and wash the dishes, because the bonuses are liberal enough.

The same thing, to a great extent, exists in Italy.

It is estimated that of the total budget of England today, 25 per cent is required to take care of social programs and in Italy and France, about 20 per cent.

As I say again, this happened unfortunately at a time when they had to compete for world markets. The devaluation of the pound has undoubtedly helped. In the final analysis, to sell throughout the world and to compete with American markets, they must be able to sell at prices below or at least no higher than our own. Their industry must compete with us, but find themselves at a disadvantage.

### Free Enterprise Stifled

Another thing which is causing great concern, and for which you cannot blame the present governments because they inherited a situation which has been 50 or 60 years in the making, is that free enterprise as we know it has not really existed in Europe because of cartels and monopolies. Too few industries have had the same urge that we know over here, because of competition, to invest money in research, to improve their products, and to find ways of manufacturing them cheaper so as to expand the market. There has been no need for progress. If you had a business, your grandfather probably founded it and made a product which sold. Your father took over and continued to do the same thing. Before the First World War, and even for a number of years afterward, if you made the same product without much change, you still had a market.

They were satisfied and no one tried to see whether he could increase the sale of his product by reducing his prices through more efficient production methods. Today, after 50 years of modified free enterprise, a great many of these companies and industries have been brought to the point where they must learn what competition means and

## Enough Good Pairs Make A Full House

1. Roger Elpers, industrial engineer, and O. E. Emge, president, both of Emge Packing Co., Inc., Fort Branch, Ind.
2. L. B. Harvard, vice president and general manager, Georgia Packing Co., Thomasville, Ga. and J. J. Swick, general manager, Copeland Bros., Inc., Alachua, Fla.
3. Mrs. and Mr. Knud Hansen, vice president, Medina Provision Co., Medina, N. Y.
4. Richard Rezanka, vice president, Miller & Hart Inc., Chicago, and Lacy J. Lee, broker, Chicago.
5. G. B. Thorne, vice president, Wilson & Co., Inc., Chicago, and Ted Anderson, president, Missouri Livestock Association, Montreal, Mo.
6. P. M. Jarvis, executive vice president, and John Holmes, president, Swift & Company, Chicago.
7. B. P. Moulton, manager, The Lima Packing Co., Lima, O. and H. B. Huntington, president, Scioto Provision Co., Newark, O.
8. R. W. Ransom, superintendent, technical operations, John Morrell & Co., Ottumwa, Ia. and J. W. Crawford, procurement manager, Wm. Schludberg-T. J. Kurdle Co., Baltimore, Md.
9. W. F. Schludberg, president, Wm. Schludberg-T. J. Kurdle Co., Baltimore, Md. and A. W. Brickman, president, Illinois Meat Co., Chicago.

10. J. R. Hills, American Meat Institute, Chicago, and L. T. Hobert, Hotchkiss Beef Division, Swift & Company, New York city.
11. G. M. Foster, president, John Morrell & Co., Ottumwa, Ia. and Oscar G. Mayer, president, Oscar Mayer & Co., Chicago.
12. R. A. Rath, president, Rath Packing Co., Waterloo, Ia., and R. M. Othwaite, vice president and manager, Topeka plant, John Morrell & Co.
13. F. W. Gage, provision department, St. Louis Independent Packing Co., St. Louis, and W. C. Cooper, F. B. Cooper Co., New York city.
14. E. M. Gibbs, vice president, Earl C. Gibbs, Inc., Cleveland, O. and Roy Stone, American Meat Institute, Chicago.
15. J. R. Jones, Geo. A. Hormel & Co., Austin, Minn. and H. L. DeFord, Sunderland & DeFord, Chicago.
16. F. W. Specht, president, and R. D. MacManus, director of public relations, Armour and Company, Chicago.
17. Mrs. and Mr. H. A. Scherer, advertising manager, The Allbright-Nell Co., Chicago.
18. George G. Abraham, president, Abraham Bros. Packing Co., Memphis, and Dr. A. O. Lundell, The Allbright-Nell Co., Chicago.
19. R. H. Gifford, manager, branch house sales, Swift & Company, Chicago.

what aggressive merchandising programs are needed in order to go after world markets so they can export and earn some dollars.

It is a painful waking up process for many, but they are learning slowly. A great many of the plants which were destroyed during the war are being rebuilt with modern machinery, mostly American. In nearly every case the equipment is much more efficient than the machinery it is replacing.

However, it is a change in the whole philosophy of production that is happening in Europe and is so badly needed. Some Europeans have seen the light, but I think a great many of them are still hankering over the good old days when, if you made a good product, it sold and you did not have to worry too much about it. You could go out fishing and hunting, and year in and year out you had a market. Nobody tried to take it away from you.

There can be no doubt that the twentieth century is the American century. You learn that, for instance, in Italy, where you see Coca-Cola signs plastered from one end of the country to another. Even in Venice Mr. Farley has two yellow gondolas motorized for delivery and he is moving into France.

Perhaps a very short eloquent remark on the economic situation in Italy is provided by the gasoline industry. In some of the poorest villages, the newest and the most beautiful building is the gasoline station. Obviously, as a result of this war they are all very modern and of very attractive design, but there

are always three together. I really mean three together, within possibly 15 or 30 ft., not down one street and another two or three blocks away. There are always the same three, strange to say. There is the yellow sign which is Shell's, the English line. There is the flying red horse of Standard. The third is Agi's, the Italian government's monopoly. That probably gives you as clear and as short an observation on the economic situation in Italy as you want.

The established English interests are back again, the Italian interests are there, and the American interest is a poor third in the race, trying to hold its own end of the game.

### An American Century

But it is an American century and they all look to us for help because they know they can count on it when they need it. They also look to us for guidance. The old political figures in Europe have lost power; the new ones are not yet firmly established. As a matter of fact, one of the most remarkable things in France, and to a great extent in Italy, is the fact that the present average age of the politicians in power is somewhere around 60. One of the unusual facts is that in this generation since the Second World War there have come forth very few young men or women to take the place of these old-timers. Many of them date to before the First World War and their influences are tainted by whatever scandals they found themselves in.

They look to us for guidance because

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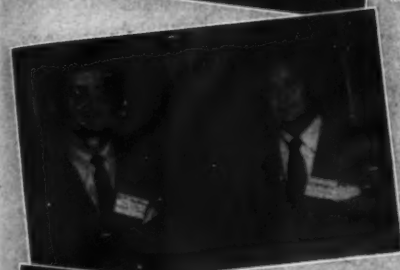
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#### AMI DINNER DANCE PICTURES ABOVE AND BELOW

they know that without us they do not have a chance. They count on our modern armaments to defend themselves. With modern bombers costing \$2,000,000 or \$3,000,000 apiece, all together they cannot get out more than five or six squadrons. We are their defense.

In the final analysis, they can only exist as free countries as long as we stand behind them. It is a frightening thing to say, but it is true. There can be no vacuum in the world today. Whenever we come out, communism moves in—and, believe me, very quickly. They look to us for guidance; they look to us for inspiration.

There are two things which gave me great pleasure compared with last year. First of all, there was much less talk of war. What we have done in the past year—the United States, the United Nations and the creation of the North Atlantic Pact has proved, more strongly than any speeches, that we realize the danger and that we have decided to be with them in the common fight.

There is also a definite feeling that they have been through the worst. There is much less pessimism in the world than a year ago. The fact that, even though we have not exactly won, we are at least more than holding our own in a cold war has led many people to invest capital in new industries and

About 350 persons attended the AMI convention-eve buffet supper dance, the first held since before the war. Tables ringed the dance floor in the Waldorf's dimly lighted grand ballroom where conventioners and their ladies whirled to Harry Lefcourt's music and enjoyed entertainment by Joan Barry, dancing starlet; Carlton King and Dorothy, deceptionists, and the Four Grandoliers, quartet.

to expand plants. That, of course, was impossible a year ago. No one wanted to invest \$500,000 or several million dollars in a business enterprise when he did not know whether six months later it would still be his or the Russians would have moved in. Considering that the Russians are 400 miles from Paris and the fact of the present techniques of mechanized warfare, that is pretty close—too close for comfort.

I would say all in all they are winning the battle of Europe. They are on their feet; they are working hard. They have, unquestionably, sufficient pride and want to stand on their own feet alone as quickly as they can. But by themselves they cannot solve economic problems today as far as world trade is concerned, and there is, of

course, a concern as to what will be the American export program for the next ten years. They want to know how they are going to get dollars with which to buy things over here.

They want to buy things over here, because, strange to say, even with our high standard of living, a great many things we make here are cheaper than those they can make over there. There is no resentment in regard to American-made products. The average Frenchman or Italian is very proud when he can say he owns an American-made icebox, because that article is better than what he can get at home. All they want is an opportunity to sell so they can buy from us.

In the final analysis, our decision will make or break them. They know that. They have, I think, very few doubts about that. Regardless of whether we want it or not, all the world looks to us for leadership. If we give it to them, there will be no question about their falling behind. Communism has not been stopped in France and Italy. It is steadily going downward; but, as I said before, the margin of safety is too small.

**CHAIRMAN J. F. KREY:** Thank you, Mr. Philippe, for a most interesting and informative talk, and also for the grand hospitality that you extended to us.

*(The meeting adjourned at 12:10 p.m.)*







## Session 2

MONDAY

### AFTERNOON

"America's Heritage of Hospitality"—R. G. Peterson and Andrew J. Crotty, page 119.

"Fats and Oils in A Period of Plenty"—Charles Lund, page 122.

"Bigger Yields and Better Cuts"—John H. Zeller, page 124.

"Producing Less Fat from Hogs"—Theodore C. Byerly, page 130.

"Technological Developments and Their Effect on Natural Fats and Oils"—P. H. Groggins, page 132.

**T**HE Monday meeting reconvened with Louis E. Kahn, member of the board of directors of the Institute, presiding.

**CHAIRMAN L. E. KAHN:** The afternoon session of the American Meat Institute convention is called to order. The program this afternoon seems to me to be a very interesting and important one. I have had the pleasure of lunching with the speakers and I am told that the first part, "America's Heritage of Hospitality," a movie put out by the National Restaurant Association, is a picture well worth seeing.

We who ate lunch together today were given more information by Mr. Philippe on the inside of the Waldorf-Astoria and the intricacies of running the food business. There are few people who have an opportunity of running a business quite this size. The National Restaurant Association will, through its picture, try to show us what meat does in the public feeding business, and how we who purvey meat can help.

I would like to present Mr. R. G. Peterson, director of public relations of the National Restaurant Association, who will tell you something about the movie. Andrew J. Crotty, jr., president of the National Restaurant Association, will say a few words about cooperation between the restaurants and the meat industry. Mr. Peterson.

**R. G. PETERSON:** I am going to speak briefly about the program of the National Restaurant Association which is going to get under way beginning on October 1. It is strictly a public relations program—not an advertising program—with the idea of showing the American public the scope and importance of the restaurant industry.

Of course, restaurants are nothing without the food that is supplied them. Meat will play quite an important part in our entire program. Our film is a 16 mm. sound color motion picture. It runs for 22 minutes and will be shown throughout the United States in schools, before civic clubs and before the restaurant and allied industries.

Some months ago we previewed the picture for the staff of the American Meat Institute. They were most enthusiastic and some of them went so far as to say it was the finest industry film they had ever seen. That is probably why it is on the program today. It has a lot of meat scenes in it and shows a lot of food sources. The picture has absolutely no commercialism or advertising in it and shows no identifiable products. The meat cuts shown in the picture could be anyone's. That holds true throughout the picture for all types of food services.

We have shown much food to give it appetite appeal. No restaurants are identified in it. It is a little unusual in an industry picture to have it so clean of any advertising. It tells the story of the history of "eating out" in America. It tells the story of the restaurant industry which has grown to be the third largest retail industry in this country. It is the largest industry of its type in the world and we have the greatest variety of eating places.

This is not a story for restaurant people alone.

First and foremost, it is a public relations film and is designed to influence favorably the people who are or will be the restaurant industry's customers, the people who are or will be the restaurant industry's employees and restaurant operators and the many people who make up the allied industries who find a big outlet for their products in the restaurant industry.

If this picture has merit, I think the audiences will come away from it with a much greater concept of what the restaurant industry is and what kind of a market it is for your products.

(A few scenes from the National Restaurant Association's new movie are shown on page 121).

### NRA President Comments

**A. J. CROTTY:** Our film was produced by Standard Brands in conjunction with the National Restaurant Association. I think it gives you some idea of the impact of the fine eating places of all types on your industry. I don't know if you are thoroughly familiar with them but I have just a few statistics that will give you an idea of the great industry the National Restaurant Association represents.

Our annual sales run between \$10,000,000,000 and \$11,000,000,000. We serve from 60,000,000 to 62,000,000 people a day. That means that there are 23,000,000,000 meals served annually. It is said that the government bureaus during the OPA days estimated that approximately from 25 to 30 per cent of the food grown is channeled through the public eating establishments to Mr. and Mrs. America.

I wonder if you appreciate the impact of that great 25 to 30 per cent of the food that you people sell to the restaurant and hotel business, the public feeding industry, and if you are conscious of what that market means to you. Do you realize that there is no other segment of your distribution circle that can definitely say that it handles that much of your product?

Much more can be done with your product. We of the public feeding industry are tremendously interested in finding out what it is. You have vast research facilities as an association and as individuals. Great work has been accomplished in the last four years in the line of cooperation between these two gigantic industries.

### Started Food Research

Four years ago, we enlisted Colonel Paul Logan, with whom you are all familiar, as our director of food research, and he has worked with you individually and collectively for the greatest good for all of us.

The last example of that was in the deep fat frying study made with one of your group and the astounding results that came from the use of the information. We have taken that study and already some 50,000 copies have

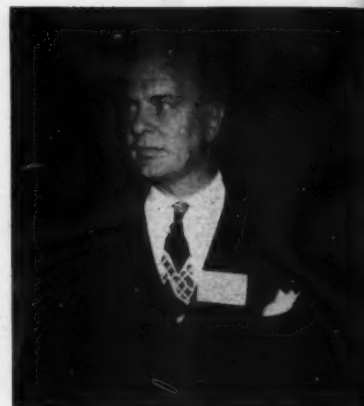
been requested by various people in your line and in ours, to really teach us of the restaurant industry how to get the most out of our deep fat frying. The results were astounding. We appreciate that we must give Mr. and Mrs. America better food. We want to do it and we are thirsty for information. You folks have it.

Cooperation between our two groups can do a terrific job. Just a short while ago I talked with one of America's premier food men from the public feeding standpoint. He is thoroughly conversant with all types of your products. The question was asked, "How much meat do you folks use a day?" The figures were absolutely astounding for one establishment.

You will be interested to know that we are definitely serving more of the solid meats, roasts, etc., these days, because Mr. and Mrs. America want them. We are doing our best to push your products. It means money in the till for us and we definitely want to go further.

On behalf of the officers and directors of the National Restaurant Association, I bring you their greetings and sincere wish that this great meeting of yours will be a huge success and that cooperation between our two groups is only the beginning. The future is terrific, ladies and gentlemen.

**CHAIRMAN L. E. KAHN:** The rest of the program is given over to four men who will speak on fats and oils. Today, as never before, it is important for us to know more about fats and oils and to think what we can do about them. While meat is increasingly popular, some of our important by-products are no longer in as great demand as they once were.



### THIRD-TIME CHAIRMAN

**J. F. Krey,** president, Krey Packing Co., St. Louis, will again head AMI as chairman of the board. He was elected to this post for the third consecutive year.

We are fortunate in having with us this afternoon several government experts in the field of fats and oils. The first of these is Charles Lund, head of the fats and oils export licensing division of the Office of International Trade of the Department of Commerce.

Mr. Lund is a recognized authority on food and fats and oils. He has been connected with the Department of Commerce since 1934. For 15 years he was in the meat packing industry. Just before entering the government service, he directed the retail meat operations of 65 markets of an eastern food chain. He will speak on the subject, "Fats and Oils in a Period of Plenty."

### INSTITUTE OFFICERS FOR 1949-50

**John F. Krey,** president of Krey Packing Co., St. Louis, was re-elected chairman of the board of directors of the American Meat Institute for the third straight year. Also re-elected were **Wesley Hardenbergh,** president; **H. Harold Meyer** of the H. H. Meyer Packing Co., Cincinnati, secretary and treasurer; four vice chairmen of the board, and 11 members of the board of directors.

Newly elected to the board of directors were: **R. A. Rath,** Rath Packing Co., Waterloo, Ia.; **Marshall Anderson,** King's Packing Co., Nampa, Idaho; **A. H. Merkel,** Merkel, Inc., Jamaica, N. Y.; **E. C. Jones,** Jones Dairy Farm, Fort Atkinson, Wis.; **H. H. Corey,** Geo. A. Hormel & Co., Austin, Minn.; and **Robert C. Munnecke,** the P. Brennan Co., Chicago.

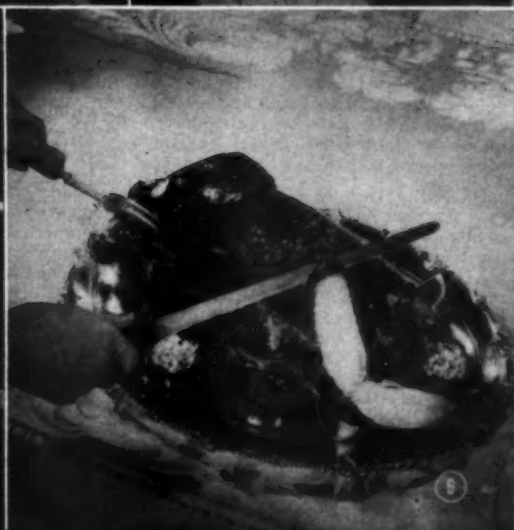
**Mr. Rath** and **A. W. Brickman** of the Illinois Meat Co., Chicago, are newly elected vice chairmen of the board. The re-elected vice chairmen are **F. W. Hoffman,** The Cudahy Packing Co., Chicago; **Chester G. Newcomb,** Cleveland Provision Co., Cleveland; **W. F. Schluderberg,** the Wm. Schluderberg-T. J. Kurde Co., Baltimore, and **W. R. Sinclair,** Kingan & Co., Indianapolis.

Directors re-elected for a three-year term are: **G. W. Cook,** Emmart Packing Co., Louisville; **S. Edgar Danahy,** The Danahy Packing Co., Buffalo, N. Y.; **Oscar Emge,** Emge and Sons, Fort Branch, Ind.; **George M. Foster,** John Morrell & Co., Ottumwa, Ia.; **Albert F. Goetze,** Albert F. Goetze, Inc., Baltimore; **Frank A. Hunter, Jr.,** Hunter Packing Co., East St. Louis, Ill.; **Mr. Krey;** **K. J. Maxwell,** Carstens Packing Co., Tacoma, Wash.; **Oscar G. Mayer,** Oscar Mayer & Co., Chicago; **Frederick M. Tobin,** Tobin Packing Co., Inc., Rochester, N. Y., and **Thomas E. Wilson,** Wilson & Co., Inc., Chicago.

**Mr. Corey,** **Mr. Rath,** and **Cornelius Noble,** Noble's Independent Meat Co., Madera, Calif. were elected members of the executive committee of the board of directors.

## AMERICA'S HERITAGE of HOSPITALITY

Scenes from the National Restaurant Association film:  
1—The spirit of hospitality grew out of America's early colonial history. 2—The homes of Williamsburg typified the growth of a new-world way of life. 3—Town and country inns played an important role in our revolutionary history. 4—New Orleans with its famous restaurants is ever thrilling to the American tourist. 5—Americans love to eat well. 6—Food variety, plenty and skill make America the best fed nation. 7—The range and feedlot contribute to the "Heritage of Hospitality."



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CHAS. LUND

# Lund Evaluates Factors Affecting Fats-Oils Outlook

**I**T IS indeed a pleasure to meet with you again and discuss some of the factors affecting the supply and demand outlook for the products in the fats and oils field. Few commodities are so susceptible to rapid and often unpredictable changes in this regard. A year ago this month, prime steam lard averaged 7½ cents a pound higher and crude cottonseed oil 10½ cents above current quotations, while the September 1948 average for prime inedible tallow was twice prevailing levels. Stocks of primary fats and oils at the end of September 1948 were down to 1,200,000,000 lbs., compared with prewar holdings on this date of 2,000,000,000 lbs.

The situation appears quite different in the 1949-50 crop year, with prospects for a domestic production in excess of any preceding year. From present indications, and allowing for prospective oilseed exports, the production of primary fats and oils from domestic raw materials in 1949-50 will total 11,200,000,000 lbs., which is 260,000,000 lbs. greater than the output indicated for the season now drawing to a close. The 1948-49 season itself will be about equal to the previous record production in 1943-44. The increase in the new season will be largely in the animal fat group as the output of vegetable oils will probably be from 200,000,000 to 250,000,000 lbs. lower than in the 1948-49 season.

The potential output of fats and oils, if no oilseeds are exported, would be over 11,400,000,000 lbs. If we use the 68-lb. (fat content) per capita consumption figure prevailing in the past season, total domestic consumption in the 1949-50 season would be 10,200,000,000 lbs. based on 150,000,000 population. Subtracting this quantity from the potential production, and reducing butter to a fat content basis, leaves nearly 900,000,000 lbs. as a balance for net exports or addition to stocks. These exports would include oilseeds as well as fats and oils.

In the fiscal year July-June 1948-49, total shipments abroad were 1,763,000,-

000 lbs., and imports 1,112,000,000 lbs., making net exports 651,000,000 lbs. The bulk of exports was in the second half of the fiscal year. This, of course, reflects the better availability of supplies towards the latter part of 1948 and into 1949, and the removal of export controls, following which both ECA countries and Latin America increased their takings by such large amounts that, in the case of non-ECA countries, their pipelines were filled and there was an accumulation of stocks. It is probable, therefore, that exports in the first half of the 1949-50 fiscal year will be on a lower basis than in the last half of the past fiscal year. Estimates submitted to Congress indicate that the expected imports into ECA countries from the United States in the 1949-50 fiscal year will be about 800,000,000 lbs. The exports to ECA countries from the United States in the 1948-49 fiscal year totaled 1,804,000,000 lbs.

## Factors in Export Situation

Another factor that may affect exports is the price level in the United States. The ECA takings have to be predicated on the amount of money available to buy fats and oils supplies. Price also is an important consideration in determining the extent of the demand in Latin American markets, where they are tightening import controls because of a shortage of United States dollars. On the other hand, eastern European countries have been fairly heavy takers of lard since export controls were relaxed in February 1949.

Of the July-June 1948-49 exports, 61½ per cent of the total went to ECA countries. On the basis of 800,000,000 lbs. to ECA countries again representing this percentage of all exports, which assumes that other areas will reduce their takings proportionately, total shipments in the July-June 1949-50 period would be 1,300,000,000 lbs. If imports are no higher than the 1,112,000,000 lbs. received in the 1948-49 fiscal year, we would have net exports of

about 200,000,000 lbs. in 1949-50, or some 450,000,000 lbs. less than the net exports in the previous year. On the 200,000,000-lb. net export basis, and using the 900,000,000-pound figure previously described as available for net exports or addition to stocks, it looks like a surplus of 700,000,000 lbs. to be added to stocks or to be available for raising domestic consumption above 68 lbs. per capita. If we use the prewar per capita of 70 lbs., the indicated surplus would be some 400,000,000 lbs. Aside from linseed oil, any surplus would probably be in the animal fat field, principally lard and inedible tallow and grease.

## Changes in Fats-Oils Stocks

None of these available estimates include changes in stocks, which on October 1 of this year are expected to exceed those held on October 1, 1948. Stocks of primary fats and oils on August 1 totaled 1,754,000,000 lbs., or 300,000,000 greater than a year ago. Most of the increase was in larger holdings of linseed oil. There has been an upward trend in tallow and grease inventories since the low level of 173,000,000 lbs. at the end of 1946. They totaled 381,000,000 lbs. on August 1 of this year, a figure slightly higher than at the same time in 1948. Lard holdings were considerably below those of a year ago, while edible vegetable oil stocks were higher.

Although the war and postwar periods of shortages, rationing, allocations and export controls are over, some of their effects remain with us now that we enter times of abundant supplies. Normal production, consumption and foreign trade patterns were affected radically by World War II. A production from domestic raw materials 2,500,000,000 lbs. more than the average in the prewar years 1937-41 enabled net exports of 650,000,000 lbs. in July-June 1948-49 compared with net imports of 1,500,000,000 lbs. in the earlier period. Per capita consumption declined 2 lbs. and monthly stocks were maintained at



levels some 500,000,000 lbs. below those prevailing in the years of lower supplies. In recent years, we went all out for production, including the reclamation of formerly wasted materials. We utilized domestic fats and oils to replace formerly imported industrial varieties; we developed habits of conservation in our usage of edible fats, and synthetics have introduced a new element of competition with natural fats. These changes in our economy particularly affect the products of your industry.

### Pig Crop Outlook

The impact of these developments will be felt in the approaching hog-marketing year. The 1949 pig crop is indicated at 96,000,000 head, 13 per cent greater than in 1948, and the largest since the peak reached in 1943. Estimated lard production of 2,900,000,000 lbs. should be the largest since the all-time record in the 1943-44 season. Greater hog slaughter will also contribute to a higher output of grease, thus raising the combined tallow and grease figure to 2,100,000,000 lbs., 100,000,000 higher than that indicated for the current crop year. Yields of lard per hog slaughtered under federal inspection have risen substantially over prewar levels. In the ten months October-July 1948-49, the yield of lard per animal has been exceptionally high, averaging 36.5 lbs., against 34.2 lbs. in the comparable months of 1947-48. Since the average liveweight in the two periods was the same, 250 lbs., the greater lard yield obtained in the current season is indicative of closer trimming to meet a more discriminating consumer demand and a more extensive tanking of fat cuts.

### Will Not Reach War Peak

It is not likely that lard exports will reach the 858,000,000-lb. level of the record production year 1944, when several hundred million pounds also found an outlet in the soap kettle. Estimates submitted to Congress by the ECA indicate that the quantity of U.S. lard to be imported by ECA countries in 1949-50 is about 200,000,000 lbs., compared with 260,000,000 lbs. out of a total of 490,000,000 lbs. to all countries in the July-June period 1948-49. If exports rise to as much as 700,000,000 lbs. in 1949-50, there would be left about 2,200,000,000 lbs., necessitating an advance from last year's 13.8 per capita consumption to the 1940 peak level of 14½ lbs., if there is to be no increase in stocks by some 100,000,000 lbs. It is particularly desirable this year to avoid carrying large stocks beyond the heavy production season of October-March because continued increased production will follow after that in view of the prospective larger fall pig crop. Our anticipated production of over 600,000,000 lbs. of federally inspected lard in each of the October-December and the January-March quarters will be something for the market to take care of. Of course, if the hogs are marketed at lighter weights, and if there should be any improved demand for fat cuts through the year, the yield of lard per animal could be less than

the amount we had in the previous year. However, the large supply of corn appears to make such a development doubtful.

In the overall lard picture, it appears more than ever desirable to produce and market a greater proportion of meat type rather than the type of hogs carrying a large amount of fat.

At the present hearings before the Food and Drug Administration, spokesmen for the shortening industry have stated that a growing use of synthetic emulsifiers in the baking industry could conceivably displace over 500,000,000 lbs. yearly of lard and vegetable oils now consumed in this field.

### Synthetic Detergents

Another technological development affecting the producers of animal fats is the rapidly increasing competition of synthetic detergents in the soap field. Sales of packaged detergents reported by the Soap Association last year were 402,000,000 lbs., about 14 per cent of their companies' combined sales of soaps and detergents. This proportion increased to 21 per cent in the January-March quarter of 1949. While soap sales last year were 14 per cent below the 1940-41 average, the increased population and high rate of industrial activity should have resulted in an increase of at least 11 per cent, if there were no synthetics in the field. One of the large soap companies has estimated that, at the current rate of home consumption, a potential market for about 350,000,000 lbs. of tallow and grease has been lost. The soap industry is, of course, by far the principal market for these by-product fats, which last year supplied three-fourths of the 1,950,000,000 lbs. of primary fats and oils going into the manufacture of soap.

War-time needs, an increased livestock slaughter and a higher price level resulted in an intensified recovery of inedible fats, the production rising to nearly 2,000,000,000 lbs. in 1948, a 66 per cent increase over the 1937-41 average. Meat production in the same period increased by 22 per cent. The Census of Manufactures for 1947 shows 557 establishments in the tallow and grease industry, compared with 310 in 1939, illustrating the expansion in this industry. Prime or extra inedible tallow sold for as high as 25¢ in 1948 and averaged 16¢ for the year compared with 5.4¢ in prewar 1939. Current quotations are about half the 13½¢ average of September a year ago.

### Inedible Fat Exports

New emphasis has been placed on export markets as outlets for these inedible fats. While the United States is the world's leading producer and consumer of tallow, we have not been important contributors to international trade in this product in the past. We produced about a third of the world output in the 1935-39 period when Europe's net imports averaged some 150,000,000 lbs. Only a small proportion of world tallow production usually enters international

trade. The war resulted in a sharp drop in production of animal fats in Europe and our exports of tallow and grease in the July-June 1948-49 year reached a total of 290,000,000 lbs. to all countries. This compares with shipments of 70,000,000 lbs. in 1947-48 with less than 4,000,000 in prewar 1939.

Contrasted with abundance of fats and oils in this land of plenty, per capita supplies in western Europe last year were 30 per cent less than in 1938. World production is about equal to prewar, but an increased population and generally higher standards of living, greater consumption in some supplying areas, internal disturbances in the Far East and shortages of foreign exchange in deficit countries have limited world exports to about 70 per cent of the prewar movement in international trade.

The effective demand limits imports just as much as the effective production in some countries limits exports. There are many areas in the world where actual or effective production is far below the potential output. The vast, unexploited areas of northern Brazil contain billions of babassu palms which each year produce their fruit, containing kernels with a 63 per cent oil content, in a volume that alone could supply a considerable part of the world's deficit needs for fats and oils. The cohune, coroso, coquito and other varieties of palm nuts in South and Central America are another substantial, but presently mostly a potential, source of vegetable oils.

### Must Recognize Realities

Realities, in the form of an effective demand here and abroad, rather than statistics of per capita consumption needs, must be recognized in considering our production against probable consumption in this country and foreseeable exports. We again have a buyers' market—a normal American market—and one where the ingenuity and resourcefulness of industry are needed to develop expanded outlets to keep pace with our increased production.

**CHAIRMAN L. E. KAHN:** Thank you very much, Mr. Lund. We realize that the picture for fats and oils is not the brightest one, and I think you pointed it out even more so.

John Zeller, our next speaker, who is with the U. S. Department of Agriculture, has worked continuously in swine research for the Bureau of Animal Industry since 1917, except for a period of service during the First World War. He is in charge of swine investigations for the animal husbandry division, Bureau of Animal Industry, USDA. Mr. Zeller directs research in breeding and management of swine at the agricultural research center at Beltsville, Md. He also directs and coordinates other broad research programs, and cooperates with the livestock industry, state officials, colleges, universities, and other federal agencies in planning, organizing and directing research projects.

His subject is "Bigger Yields and Better Cuts."



J. H. ZELLER

# Better Type Hog Achieved by USDA Breeding Studies

**T**HE lard type hog breeds were developed in the early days of our country. Because of their ability to convert feed into pork and lard they became the leading American hogs. They met the needs of the time. Surpluses of lard found ready markets abroad and became an important item in our foreign trade.

From 1880 to well in the 90's, as transportation systems developed and the country became settled, the demand for fat meat declined. Refrigeration made it possible for a large variety of foods and fresh meats to be carried long distances. This led to a change from the small lard-type hogs to the medium type with less fat and later to the large type which prevailed in the 1920's.

Due to a diminishing export trade in fat cuts, together with changing conditions in our national economy as well as the increasing use of competitive vegetable fats, the demand was for leaner cuts of pork. Thus in the 20's, research at federal and state institutions was directed to a study of types of hogs that would yield more lean meat than lard. Results showed the intermediate-type hogs, often referred to as the middle-of-the-road type, to be superior to those of small or large type in feedlot performance. They finish at weights of 180 to 225 lbs. and in general meet market demands for a good type carcass. These hogs yield carcasses with a higher percentage of the more valuable cuts. Small-type hogs are less efficient in general performance, even when slaughtered at weights of approximately 150 lbs., than those of the other two types. Large-type hogs must be fed to weights greater than 225 lbs., under conditions of good feeding and management, to attain sufficient finish to produce desirable carcasses.

To produce the type of hog that will meet consumer demands, research has shown that it must be bred right, fed right and marketed at the right weight to produce a carcass that yields a high

percentage of the more valuable cuts with not too much fat.

In 1934 the U. S. Department of Agriculture, in cooperation with the Iowa Agricultural Experiment Station, imported 23 Danish Landrace hogs for research studies. At the Agricultural Research Center at Beltsville, Md., the chief aim of the studies with swine was to improve and discover new methods of producing most efficiently the products most consumers prefer. The Danish Landrace breed was selected because the swine industry of Denmark for years had been keeping a systematic record of performance with respect to breeding, feeding and carcass quality, and breeding animals of known outstanding performance could thus be obtained. The Danish Landrace breed over a long period of years had proved capable of producing carcasses outstanding in world trade.

## Breeding Studies

The Landrace breed was crossed with American breeds to develop hogs combining the good qualities of the Landrace with those for which the domestic breeds were outstanding, at the same time producing hogs similar in type and conformation to the Landrace. Following the original crosses, the general plan was to mate properly marked segregates to the Landrace and to alternate this procedure with within-line matings between progenies of these back crosses. Beginning with the spring of 1941, by which time the crossbred lines were reasonably well fixed in type, the plan has been to breed wholly within each line without recourse to further backcrosses. As a result of this procedure there has been a gradual increase in the inbreeding of the litters produced. The inbreeding of the 1948 pig crop ranged from about 25 to 26 per cent in the different lines.

Eight inbred lines based on various crossbred foundations have been developed. At Beltsville we have a white line, the Landrace x Chester White; two black lines, the Landrace x Poland

China, and the Landrace x Large Black; three red lines, namely, the Landrace x Duroc, the Landrace x Duroc x Hampshire, and the Yorkshire x Duroc x Landrace x Hampshire. The Landrace x Berkshire Line was developed in cooperation with the University of Maryland at Blakeford Farms. The Landrace x Hampshire line, known as the Black Hamprace, and now recorded as the Montana No. 1, a new breed, by the Inbred Livestock Registry Association, was developed in cooperation with the Montana Agricultural Experiment Station at the U. S. Range Livestock Experiment Station.

## Minnesota No. 1

The Regional Swine Breeding Laboratory, with headquarters at Ames, Ia., is cooperating with 13 state agricultural experiment stations in developing, within the pure breeds, new inbred lines that will perform better in the feedlot and yield better carcasses. The Minnesota No. 1 breed, developed from the crossbred foundation of the Danish Landrace and Tamworth breeds, was produced by the Minnesota station in cooperation with the regional breeding laboratory.

The new lines are prolific and average approximately 9½ to 10 pigs per litter at farrowing. Pigs from litters being tested under record-of-performance conditions are making an average daily gain of approximately 1.4 lbs. from weaning to 225 lbs. of market weight, with an average feed consumption of about 360 lbs. per 100 lbs. of live weight gain when fed in dry lot. The animals reach market weight of approximately 225 lbs. at 5½ to 7 months of age. On the average, the weight of the five preferred cuts, namely hams, loins, bacon, picnic shoulders and shoulder butts, is about 46 to 50 per cent of the total live weight. From 1½ to 1¾ in. is regarded as the most desirable thickness of back fat. These lines, on the average, have from 3 to 5 per cent more of the trimmed preferred cuts of pork than the average run of hogs on the market.

Two years' results of crosses between six of the eight inbred lines show that the crossbred litters averaged about 2 lbs. more per pig at weaning than the litters of their respective parent lines. The crossbreds excelled the inbreds out of similar groups of sows by 14.6 per cent in number of pigs per litter at birth and by 30 per cent in the number at weaning. They also excelled the parent lines by 42.1 per cent in weaning weight per litter, by 9.7 per cent in weaning weight per pig, by 6.7 per cent in weight of pig at 140 days of age, and by 4 per cent in average daily gain per pig from weaning to 225 lbs. live weight. The crossbreds made about  $\frac{1}{4}$  lb. more daily gain than the inbreds from weaning to 225 lbs. weight, and were slightly fatter but showed little difference in the yield of preferred cuts.

During the next two years experiments will be conducted in cooperation with the Pennsylvania Agricultural Experiment Station to determine the effect

### Things are Looking Better

1. Albert F. Goetze, president, Albert F. Goetze, Inc., Baltimore; David Weissman, Drying Systems, Chicago, and G. G. Munce, branch plant manager, Kingan & Co., Indianapolis.
2. David Epstein, Food Fair Stores, Inc., Elizabeth, N. J., and J. Goldberg of the same company.
3. Raymond Briggs, president, Briggs & Co., Washington, D. C., and Jim Baker of Jim Baker Associates, Milwaukee.
4. E. W. Lewis, district sales manager, A. C. Legg Packing Co., Birmingham, Ala.; George Cross, assistant superintendent, Tobin Packing Co., Albany, N. Y., and G. A. Schmidt, jr., president, Stahl-Meyer, Inc., New York.
5. C. E. Dorman, owner, C. E. Dorman Co., Boston, and E. T. Swearingen, branch house provision department, Swift & Company, Chicago.
6. W. C. Young, The Griffith Laboratories, Inc., Chicago; George Albert, president, Albert Packing Co., Washington, Pa., and R. J. Krug, general superintendent of the same company.
7. K. E. Groeneveld, Groeneveld Co., Inc., New York; F. J. Groeneveld of the same company, and Charles E. Haman, Chas. E. Haman & Co., Inc., Jersey City, N. J.
8. C. I. Sall, superintendent, John Morrell & Co., Sioux Falls, S. D.
9. R. J. Lucas, president, Geo. Fuller Co., Toronto, Canada, and J. W. Lewis, superintendent of the same company.
10. S. L. Abramson, Central States Paper & Bag Co., St. Louis, Mo.; T. E. Colescott, manager beef division, Geo. A. Hormel & Co., Austin, Minn., and F. A. Hunter, jr., president, Hunter Packing Co., E. St. Louis, Ill.
11. B. B. Balentine, Balentine Packing Co., Greenville, S. C.; C. O. Hinsdale of the same company, and Roy Monson, R. H. Monson Co., Chicago, Ill.
12. S. E. Danahy, chairman of the board, Danahy Packing Co., Buffalo, N. Y.



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of crossing the inbred lines from Beltsville with purebred Berkshires, Chester Whites, Hampshires and Poland Chinas in farmers' herds in the state. Seven breeders of each of the four breeds above named have agreed to divide their herds, using a minimum of six purebred sows that will be bred to the purebred boar of the farmer's choosing and another six sows to a boar of one of the Beltsville lines. Pigs from each litter will be selected at weaning to be fed out by groups in separate lots on pasture from weaning to 225 lbs.

Three packing companies have agreed to slaughter hogs for carcass studies. Market grade will also be determined at slaughter time. The Pennsylvania Experiment Station will make similar tests, at State College, to those on farms in the state. At Beltsville purebred boars of the four breeds mentioned will be mated to sows of the inbred lines (the reciprocal of the crosses used on farms in Pennsylvania). Purebred litters will also be obtained at Beltsville to furnish comparisons with inbred litters and with litters from the crosses as above outlined.

The results of these experiments should enable us to determine the methods by which these lines may best be used by the swine industry as a whole for the improvement of carcass quality and efficiency in production.

Since 1942 surplus boars at Beltsville have been sold to producers for crossing tests. Over 300 boars from the various inbred lines at Beltsville have gone into herds in 20 states. Reports on these boars regardless of type of sows to which they are mated indicate that they are siring pigs of desirable meat type conformation, that the pigs have good feed lot performance and very desirable carcasses when the animals are marketed at weights of 200 to 225 lbs. Many such producers are receiving a premium above top market prices for hogs of similar weight because they yield carcasses desired by today's market.

### Correct Feeding Important

Regardless of how well bred a hog is, he cannot grow properly unless he gets a well balanced ration. He must be fed a good ration so as to make it possible to detect hereditary differences in growth and muscle development. The ration must contain carbohydrates, proteins, minerals and vitamins in proper proportions to meet daily requirements. Experiments were conducted at the Ohio Agricultural Experiment Station in which hogs were fed rations containing an average protein content of 9.7, 12.0, 14.9, 19.7 and 39.9 per cent and were slaughtered at similar weights of approximately 205 lbs. The hogs fed 19.7 per cent protein produced carcasses that had the greatest yield of lean cuts of meat, the lowest yield of fat cuts, the thinnest backfat measurements (1.4 in.) and the highest gross value per 100 lbs. slaughter weight.

A hog makes its most efficient gains per unit of feed consumed up to 255 lbs. live weight. Beyond that more feed is required for each succeeding unit of

## THE THREESOME SEEMS TO BE THE FAVORITE

1. J. L. Olson, vice president, Geo. A. Hormel & Co., Austin, Minn., visits with H. R. Davis, manager, meat buying department, and C. L. Nelson, manager, canned meat sales division, both of Libby, McNeill & Libby, Chicago.
2. R. H. Daigneau, vice president, and H. H. Corey, president, Geo. A. Hormel & Co., and H. McCaw, provision department, Swift & Company, Chicago.
3. W. R. Sinclair, president, Kingan & Co., Indianapolis; H. E. Madsen, general manager, St. Louis Independent Packing Co., St. Louis, and G. G. Munce, manager of branch plants, Kingan & Co.
4. F. W. Gage, St. Louis Independent Packing Co., St. Louis; S. W. Lund, vice president, and S. E. Smith, manager of provision department, Swift & Company, Chicago.
5. J. A. Willoughby, general superintendent, Tuscalooca, Ala. plant, and W. P. Brown, general superintendent, Bessemer, Ala. plant of R. L. Zeigler, Inc.
6. Louis E. Kahn, vice president, The E. Kahn's Sons Co., Cincinnati; G. A. Schmidt, chairman of the board, Stahl-Meyer, Inc., New York city, and S. E. Danahy, chairman of the board, Danahy Packing Co., Buffalo.
7. M. J. Borelli, M. J. Borelli & Co., San Francisco; J. F. Enos and Victor F. Fox, partners, Pureta Sausage Co., Sacramento, Calif.
8. Douglas G. Peet, secretary, G. M. Peet Packing Co., Chesaning, Mich.; M. L. Peet, vice president, G. M. Peet Packing Co., Bay City, Mich., and Edward O. Elliott, C. K. Elliott Co., Lima, O.
9. E. S. Waterbury, formerly of Armour and Company; I. M. Hoagland, formerly with Armour and now with the Livestock

Marketing Institute, Indianapolis, and W. F. Price, formerly of Jacob Dold Packing Co. and now retired.

10. R. F. Melchior, vice president, Agar Packing & Provision Corp., Chicago; N. M. Appleyard, jr., P. G. Gray Co., Boston, and Sidney A. Lang, treasurer, Columbia Packing Co., Boston.
11. R. C. Theurer, president, Theurer Norton Provision Co., Cleveland; Dolly Theurer, daughter, and Mrs. Theurer.
12. R. F. Gray, executive vice president, L. C. Petty, general sales manager, packing division, and C. A. Nockleby, vice president, all of Geo. A. Hormel & Co., Austin, Minn.
13. Wells E. Hunt, president, and Mrs. and Mr. H. E. Sparks, superintendent, all of John J. Felin & Co., Inc., Philadelphia.
14. D. K. Sanders and C. L. Hodgert, vice presidents, and W. F. Douglass, laboratory director, all of Cudahy Packing Co., Chicago.
15. A. T. Spencer, vice president, and T. J. Enright, secretary, both of Wm. Davies Co., Inc., Chicago, and Wm. G. Joyce, jr., Wm. G. Joyce, Boston broker.
16. A. F. Versen, St. Louis Meat Packers Association, St. Louis; L. L. Duncan, general superintendent, and F. C. Delaney, assistant sales manager, both of Krey Packing Co., St. Louis.
17. E. E. Schwitzke, secretary, Trunz, Inc., Brooklyn; J. Goldberg, meat department, Food Fair Stores, Philadelphia, and M. J. Dunham, manager, Philadelphia branch, John Morrell & Co.
18. John Morrell & Co. savory foods division representatives included O. Gibbs, Newark, N. J.; J. C. Cannon and W. R. Lane, New York city.

gain, and more fat and less lean are produced.

Today the great surplus of lard acts as a depressing factor on the price of hogs. The average hog today furnishes enough meat on a yearly basis for two persons, and enough lard for three persons. During 1948 the United States produced 49 per cent of the world output of lard. Today a 200-lb. hog will yield about 22 lbs. of lard and a 250-lb. hog will average about 35 lbs. of lard. An increase of 50 lbs. in liveweight increases the amount of lard by 60 per cent. No wonder the price of lard the past year has been way below the market price of live hogs.

### Characteristics of a Good Hog

Good hogs should be intermediate in type. They should have a long and uniformly deep body with good spring of rib. A long body, especially between shoulder and ham, with deep, smooth sides, a broad loin, a wide well-developed ham and depth of ham carrying to within 2 in. of the hock would provide a carcass with a high proportion of lean and an adequate amount of fat to give firmness of carcass. Such a hog at a final liveweight of 200 to 225 lbs. should be about 42 in. in length,

along the side, from base of ears to root of tail. The depth of body back of the shoulder should be 14 to 15 in., and width of body 11 to 12 in. The legs should be of medium length and average about 12 in. from the elbow joint of the front leg to the toe. The carcass of such a hog is at least 30 in. in length from the first rib to the aitch bone and has an average back fat thickness of 1.5 to 1.75 in. when well finished. Live hogs less than 40 in. in length at this weight are likely to be too fat.

Market hogs of the above description are found in all breeds of swine. The producer should isolate strains within his herd that produce such hogs and breed to fix the characteristics.

It is entirely possible for farmers to produce hogs of weights other than those described to yield cuts substantially in the same proportion as those given for the 200-225 lb. weight range. That is a matter which depends on management. What he will do will depend largely upon prices paid for overly fat hogs.

Now is the time to attempt to achieve the production and marketing of a greater volume of quality hogs. All of us connected with the breeding, feeding, marketing and processing of hogs have



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a responsibility to the domestic consumer as well as to the peoples of the world who buy our surplus pork products.

No one should be asked to produce at a loss. However, the consumer should not be asked to overpay for meat cuts to carry the costs of an oversupply of lard.

The farmer asks why the packer does not pay according to the quality of the hogs. He feels that as long as hogs are sold on a weight and dressing percentage basis he will market corn through hogs to heavier weights when the corn-hog ratio is favorable rather than feed the same amount of corn to a larger number of hogs marketed at lighter weights. As already indicated, production of fat heavy hogs will increase the surplus of lard unless new uses are found for this product. The farmer sells eggs, milk, potatoes and grain crops on a grade basis. Perhaps live hog and carcass grading standards can be developed whereby the producer can get a better price for quality hogs. In fact,

### SOME SMILING FACES

1. These smiling gentlemen are, l. to r.: R. K. Kurze, Kadiem, Inc.; Peter J. Luger, sr., president, Peter J. Luger & Sons, Inc., Beaver Falls, Pa., and Karl Hubner, Kadiem.
2. Robert A. Hofmann, sales manager, North Side Packing Co., Pittsburgh, Pa., and J. O. Strigle, J. O. Spice and Cure Co., Baltimore, Md.
3. Left to right, Mrs. Joseph Weiner, vice president, Joseph Weiner, president, and Miss Julie Bodnar, secretary, Quality Meat & Provision Co., Baltimore, Md., in the Griffith Laboratories hospitality suite.
4. M. A. Nossov, American Stores Co., Lincoln Packing Division, Lincoln, Neb., and E. B. Pallardy, General American Transportation Corp., Chicago.
5. Wayne Randall, R. T. Randall Co., Philadelphia, and Joe Zbornik, casing department, Cudahy Packing Co.
6. Jack Karp, New York city broker; J. R. Stephenson, partner, Hess-Stephenson Co., Chicago broker, and Ray Sabbath, Century Provision Co., Chicago.
7. Norman Brammall, general manager, H. F. Busch Co., Cincinnati, O., and Fred W. Stothfang, sales manager, Cincinnati Butchers' Supply Co., Cincinnati.
8. Ellard Pfaelzer, Pfaelzer Brothers, Inc., Chicago, and A. N. Horwich, Horwich, Vitkin Co., Chicago.
9. Albert Yonke, partner, Wilber Wiener Co., Wilber, Neb., and Andrew J. Schnell, Preservaline Mfg. Co., Denver.
10. Mike Krauss, Independent Casing Co., Chicago, and B. C. Segner, district sales manager, J. S. Hoffman Co., Chicago.
11. Charles P. Slacik, Slacik's Homaid Products Co., Binghamton, N. Y., and H. C. Homer, A. E. Staley Mfg. Co., Decatur.
12. Earl E. Sabean, Boston Tram Rail Co., Boston; Watson Rogers, president, National Food Brokers Association, Washington, D. C., and R. M. Meserve, general manager, Auburn Packing Co., Auburn, Me.

## INDUSTRY PERSONALITIES

1. A. L. Peirson, Arthur L. Peirson, Inc., New York, N. Y.; John E. Staren, John E. Staren Co., Chicago; M. J. Borelli, M. J. Borelli & Co., San Francisco, and M. B. Mandelbaum, Martin Packing Co., Newark, N. J.
2. Jack Milton of the American Meat Institute is slicing it thin.
3. Bob Earley, R. W. Earley & Co., broker of New York, who was host to Robert C. Munnecke, president, P. Brennan Co., Raymond L. Benny, general sales manager, John J. Felin & Co., and others.
4. J. Seeley, vice president, Roberts & Oake, Chicago.
5. Mr. and Mrs. William Greenhouse. He is president of the Renee Packing Co., Syracuse, N. Y.
6. Maurice Rector, Griffith Laboratories, Ltd., Toronto, Canada; Marcel Boisselle, vice president of I. Boisselle, Drummondville, Quebec; Ralph Bourassa, jr., vice president of Noe Bourassa Ltd., Montreal; Bob Thivierge, Griffith, Toronto, and Maurice Lecomte, Montreal.
7. Lester J. Lyons, Sloman, Lyons Brokerage Co., New York, N. Y.
8. A. P. Carpenter, general manager, C. A. Durr Packing Co., Inc., Utica, N. Y.; Jack Shribman, Premier Casing Co., and J. J. Fleming, sausage foreman, C. A. Durr.
9. Mrs. and Mr. Irvin A. Busse, owner, Busse Brokerage Co., Chicago.
10. Gregory Pietraszek, associate editor, *The National Provisioner*, and C. O. Hinsdale, Balentine Packing Co., Inc., Greenville, S. C.
11. Harry Vibbert and Jack Vibbert, Vibbert & Sons, Detroit, Mich.
12. Bernard Borine, Capitol Brokerage Co., Philadelphia, with Harold Riloff, Delaware Beef Co., Philadelphia.
13. J. G. Mercer and S. A. McMurray, both from Merrill Lynch, Pierce, Fenner & Beane, Chicago.

there has been a lot of work done on standards based on the relative proportion of lean to fat cuts as well as quality of meat.

The packer could render a service to the producer by reporting to him the quality of carcass his hogs produced. The farmer then could cull undesirable breeding stock and breed to fix desirable characteristics in the better quality animals. This would increase the volume of good hogs to the packer.

It is a complicated problem and we can't solve it merely by talking. Cooperation all along the line with each person contributing his bit will lead to more efficient hogs and to bigger yields of better cuts of pork.

**CHAIRMAN L. E. KAHN:** The next speaker is another who has made a career out of government service. Dr. Theodore C. Byerly is chief of the animal husbandry division of the Bureau of Animal Industry.

Dr. Byerly will speak on "Producing Less Fat from Hogs."







T. BYERLY

# USDA Specialist Tells how to Grow More Meaty Hog

**P**RODUCTION of lard has averaged about 500,000,000 lbs. annually more than the amount consumed within the United States for the past 20 years. Per capita consumption has averaged about 12.5 lbs.

During the year 1947 the per capita consumption of pork, other than lard, was almost 70 lbs. The average pig slaughtered that year produced about 140 lbs. of pork and about 32 lbs. of lard—just enough pork for two people but enough lard for two and 5 lbs. over. If we are to continue to produce enough pork to satisfy consumers, we must find new or extended uses or markets for lard or produce leaner pigs. Solution to our lard problem probably will be achieved in both ways.

How fat should a pig be? Is it in the interest of farmer, processor and consumer to produce leaner pigs?

First, a pig must be sufficiently fat to produce a firm carcass. Research at the BAI Agricultural Research Center and at cooperating state experiment stations during the past 30 years has demonstrated the following pertinent facts. Pigs produced on a typical diet, consisting largely of corn with adequate protein and mineral supplements and green forage or alfalfa hay or meal, must have at least 1½ in. of back fat to yield firm carcasses at 225 lbs. liveweight. It is possible to obtain a firm carcass in a 100-lb. pig with only 0.8 in. of back fat on a diet consisting chiefly of potatoes or polished rice or barley with skim milk. Other feeds vary with respect to their effect on hardness of fat. Ranked in the order of hardness of fat produced, some of the principal protein and energy feeds for swine are listed in the table on this page.

The quickest and surest way of increasing the proportion of meat to lard is to produce more pigs and market at lighter weights. Slaughter weight is a principal controlling factor in relative lard and meat yield. This solution was very effectively reviewed by Oscar G. Mayer in a recent address before the Rotary Club of Denver. He pointed out

that if the same feed fed to hogs marketed in 1948 had been used to produce pigs which weighed 225 lbs. each instead of to the 275-lb. average pigs sent to market that year, 500,000,000 lbs. more

eight, based on data collected at Beltsville. This chart shows a very sharp drop in feed required per 100 lbs. up to a liveweight of 175 lbs., a slight increase at 225 lbs., then a sharper increase at heavier weights.

The data include both feed required to produce the pigs to weaning and the feed required by the pig after weaning. In support of Mr. Mayer's thesis, the chart indicates that the eight-pig litter at 200 lbs. average liveweight will have cost 6,160 lbs. of feed for the 1,600 lbs. of pigs produced. The six-pig litter must be carried to a live weight of 267 lbs. each to produce 1,600 lbs. liveweight and will have cost 6,650 lbs. of feed. The same tonnage of pigs could be marketed at a weight yielding a higher percentage of lean cuts and at a feed cost of almost 9 bu. of corn equivalent less for the eight-pig litter than the six-pig litter.

Protein Concentrate	Energy Source
Skim milk	Potatoes
Tankage	Brewers' rice
Fish meal	Barley
Cottonseed oil meal	Wheat
Soybean oil meal	Rye
Peanut oil meal	Grain sorghum
Soybeans (whole)	Corn
Peanuts* (whole)	Oats

\*Pigs fattened principally on peanuts will produce soft or oily carcasses at all weights.

lean cuts and 750,000,000 lbs. less lard and fat cuts would have been produced. Recognizing the farmers' interest in marketing his corn through pigs and the fact that the average farmer does find it to his interest to produce pigs of maximum weight short of sharp price reduction, Mr. Mayer pointed out the very serious consequences of the small number of pigs raised per litter.

## Why Litter Size is Important

The average number of pigs saved per litter varies from year to year between 6.0 and 6.5 in the United States, while in some northern European countries an average of 8 or more is achieved. About 600 lbs. of feed in addition to pasture and good quality alfalfa hay in racks are required to carry an average sow through the gestation period and another 600 to carry her through the suckling period until the pigs are weaned. Each pig of a litter of six weaned represents an investment in feed of 200 lbs.; each of a litter of eight only 150 lbs.

I have prepared a chart to show the amount of feed required to produce 100 lbs. liveweight of pig at successive body weights for pigs in litters of six and

## Pig Mortality Study

For the present this contention is rather academic. Number of pigs weaned per litter can and will be increased as selective breeding for fecundity and better management practices are adopted. However, much research remains to be done in the fields of transmissible and nutritional disease and on the inheritance of fecundity before we can hope to achieve a national average of eight pigs saved per litter.

A coordinated program of research on the causes and prevention of death losses in young pigs has been undertaken cooperatively by the Bureau of Animal Industry and several state experiment stations. This program includes studies of nutritional management and pathological factors involved. It is supported by funds allotted under the Research and Marketing Act of 1946.

There are still other reasons why farmers produce fat pigs. In general, the more rapidly gaining pigs tend to be fatter than the less rapidly gaining and are likely to be retained by farmers and breeders as breeding stock. Breed-



ing research indicates that excessive fatness may not be an essential corollary of rapid growth but to the extent that fatness and rate of gain are associated, the propagation of meat-type pigs will be impeded. Rate of gain is the principal factor determining efficiency of feed utilization by the individual pig and feed cost is the biggest cost item in pig production.

Another reason often alleged for producing fat pigs is that packer buyers prefer that kind. Now it is true that there is a relation between fatness and carcass yield. We have a chart indicating the relation of dressing percentage of 225-lb. market weight pigs to thickness of back fat which illustrates this point. In general, each added 0.1 in. of back fat is associated with an increase in dressing percentage of about 0.4 per cent—an extra pound yield on a 225-lb. pig. What if it is lard, it's an extra dime, isn't it? Or is it?

### Fat Relationship to Net Value

We prepared another chart from data for the same pigs used to show the relation between back fat and dressing percentage. This chart shows the relation of fatness to net value of products produced per 100 lbs. liveweight. These data show that, on the basis of prices taken from a recent issue of THE NATIONAL PROVISIONER for wholesale cuts and lard, the products produced from 225-lb. Beltsville pigs with 1.3 in. of back fat were worth \$24.42, while the products from pigs with 2.2 in. of back fat were worth only \$24. The leaner pigs were worth 95c apiece more than the fatter ones in spite of the almost 3 per cent higher dressing percentage of the fatter pigs.

Nor is low dressing percentage necessarily associated with lean pigs. For example, five years data for the Chester White Landrace line at Beltsville, an outstanding line with respect to yield of preferred cuts—ham, loin, shoulder, shoulder butt and bacon totaling about 49 per cent of slaughter weight—show an average dressing percentage for the line of 80.7 per cent. The fattest of the Beltsville lines showed an average dressing percentage of 80.0. We anticipate that careful selective breeding will produce true breeding lines which when bred pure or crossed will produce pigs which will grow at an outstanding rate, yield a high dressing percentage and a high percentage of preferred cuts. Meat type individuals and perhaps lines of pigs now exist in all of the American pure breeds. Recognition and propagation of such pigs merit a concerted effort.

The variation in lard yield among 225-lb. pigs is further illustrated by another chart we prepared. The average 225-lb. pig sent to market yields about 45 per cent of its slaughter weight as preferred cuts and 28 lbs. of lard. Selected lines of pigs developed at Beltsville from crosses of Danish Landrace x Poland China and Danish Landrace x Chester White consistently yielded 49 per cent of preferred cuts and about 24 lbs. of lard at 225-lb.

### THREE EARLY ARRIVALS

Left to right are W. F. Schluderberg, president, Wm. T. Schluderberg-T. J. Kurdle Co., Baltimore, Md.; James H. McCall, vice president, J. H. Allison & Co., Chattanooga, Tenn., and John W. Rath, chairman of the board, Rath Packing Co., Waterloo, Ia.



market weight. Carcasses of these two lines of pigs average a trifle over 1.6 in. of back fat. The chart indicates that an increase of 0.1 in. in thickness of back fat is accompanied by an increase of about 0.5 lb. of lard.

Relative yield of meat and lard has also been shown to be greatly affected by level of feed intake and level of proteins in the diet. Pigs raised on a daily feed intake of 2 per cent of body weight may yield as little as 15 lbs. of lard at 225 lbs., which may be compared to the 28-lb. yield of the average pig fed ad libitum, about a 4 per cent daily feed intake. Obviously, reduced feed intake prolongs the time required to reach slaughter weight. Up to 100 lbs. weight it is economically necessary and desirable to grow pigs as rapidly as possible. Beyond that weight, controlled level of feeding may have some merit. Pigs fattened on diets differing in protein from 13 to 19 per cent will decrease in lard yield by about 1 lb. for each increase of 1 per cent in protein level and increase 1 per cent in yield of preferred cuts on a diet of corn and mixed animal protein type diet.

### Question of Balance

There is one more major question as to the practicability of producer control of lard production. A major portion of commercial hogs are produced on self-fed corn and a supplement either hand-fed or self-fed. Dr. W. A. Craft, in charge of the Regional Swine Breeding Laboratory at Ames is pessimistic with respect to controlling fatness in pigs produced under this system of management.

Research is needed to determine whether a protein concentrate exists or can be devised which will induce pigs self-fed on corn to balance their diet at a protein level which will assure a high proportion of lean meat.

There is a widespread interest in the optimal level of fat in animal as well as human diet and in the special nutritive properties of animal fats, especially lard. Recent research with poultry has indicated that diets containing high levels of protein balanced with respect to essential amino acid content will yield outstanding growth and feed efficiency if the diets are also high in energy yielding constituents. This has been achieved by eliminating high fiber feeds and increasing corn content. High

protein, high energy diets could also be made by including increased levels of fat.

You all know the soft-pork story and the effects of self-feeding of peanuts or soybeans. Research information is lacking on the effect of supplementing such a diet with feeds producing hard fat. Would it counteract the effect of the peanut or soybean oil? With present fat and feed prices, research in this field is indicated for fat has 2.25 times the energy value of corn and the fat content of feeds made from packing-house by-products could be increased. If a diet of corn and tankage high in fat is practical, there may be periods when it is economical.

Feeding whole oil seeds to swine can only be defended as a cheap way of harvesting a crop. Not only is soft pork produced but raw oil seed proteins are not used very effectively by pigs. Cattle and sheep, on the other hand, use these raw proteins as well as any others. Greater use of whole soybeans in feeding cattle and sheep may be practical. Fattening lambs in Beltsville experiments run several years ago did very well with whole soybeans as the concentrate feed. The intake of fat amounted to 1/8 lb. of oil or more per lamb per day. Gains were satisfactory and body fat was not softened appreciably. Data for beef cattle from experiments at several stations indicate that oil seeds have little effect on hardness of beef fat.

Further research on fat content of diets for beef and lamb production will be undertaken. Obviously, the net farm return from oil will have to fall below 2.25 times the farm return from corn to make feeding oil seeds practicable.

**CHAIRMAN L. E. KAHN:** The last speaker on this afternoon's program has a very interesting and very pertinent subject. He will deal with a different aspect of the fats and oils situation, but one which is very important—the technological side.

He spent a year with the Monsanto Chemical Co. as a chemical engineer, and in 1926 went to Washington with the U. S. Department of Agriculture, where he is now technical advisor to the chief of the Bureau of Agricultural and Industrial Chemistry.

Mr. Groggins will speak on "Technological Developments and Their Effect on Natural Fats and Oils."



GROGGINS

# High Animal Fat Prices Fostered Synthetics' Growth

**P** H. GROGGINS: I am not unmindful of the compliment paid me in being invited to discuss with you some of the technological developments that have an impact—particularly an adverse impact—on some of the products of the meat industry. You gentlemen as stockholders and guardians of the meat industry are, of course, vitally concerned regarding the future markets for livestock by-products such as hides and fats. It is therefore reasonable to assume that it is your responsibility to keep in close touch with some of the major technological developments that may affect or undermine your traditional trade in these products. Most of us know there is already evidence that petrochemicals and coal tar derivatives, like termites, have gnawed into the framework of your leather, fats, and glycerol markets. If this boring process continues, the structure of this segment of your business may become unsound and insecure.

The Bureau of Agricultural and Industrial Chemistry, of which I am a member, is charged by the Congress to carry out technological research designed to stabilize old markets and develop new outlets for one of your products, namely animal fats. In light of our common interest let us examine these scientific advances and their economic and commercial significance. Let us try to do the job objectively. I am suggesting therefore that we assume the role of chemical engineers for just a few minutes in order to survey and evaluate some of the technological developments that affect your by-product business.

Let us take as the theme of our discussion, "These used to be livestock by-products; now they are synthetics." I am suggesting that the research and sales divisions of your organizations prepare a chart or picture to illustrate this theme. It might not be a pleasant picture, but I am confident that it would be a useful one. All of us are already aware of the enormous inroads that synthetics have made on leather mar-

kets. The most spectacular is the increasing use of a high styrene-butadiene polymar for shoe soles. These soles outwear leather and are waterproof and mildew resistant. The raw materials and the method of their preparation are similar to the manufacture of synthetic rubber (G.R.S.) which has a factory cost of less than 20c a pound. Unlike leather, manufacture of synthetic shoe soles is adapted to mass production techniques with many mechanical and automatic controls. As with practically all synthetics the products can be made uniform or can be varied for the manufacture of standard items or new articles.

## Leather Supplanted Elsewhere

The invasion of synthetics does not, however, stop with rubber-like shoe soles. Vinylite and acrylate plastics are being used for the production of hundreds of articles formerly made from leather. Handbags, basketballs, belts, brief cases, luggage, upholstery and particularly sheeting are merely a few examples. The most disturbing factor from the viewpoint of your industry is that the technology of synthetics is still relatively young, exceedingly young compared with leather manufacture. Raw materials derived from natural gas, petroleum and coal tar can be made in abundance and are not affected by such variables as hog-corn ratios and price supports. Synthetics can frequently be made by inexpensive, continuous extrusion processes that are used so successfully in the manufacture of plastics.

Finally, synthetics can be modified by the incorporation of reinforcing fibers, chemicals, colors and other agents to meet the requirements of style-conscious designers as well as the practical needs or fancy of the consumer.

I am not unmindful of the extensive and constructive research now underway to increase the efficiency of leather production and to improve leather products. While I have nothing but praise for this research, I am nevertheless impressed with the increasing use of

chemicals such as tanning agents, resins, fats, finishers and preservatives that are needed to achieve desired objectives. The cost of these chemicals is about 15 per cent of the total leather cost and nearly equals the cost of labor. Because the cost of hides constitutes about 55 to 60 per cent of the cost of leather it is clear that any substantial improvements in the competitive position of leather can only be made at the expense of this segment of the balance sheet.

	Leather Manufacturing Costs <sup>1</sup> In Millions of Dollars	
	1939 Actual	1946-48 Estimated
Raw Stock .....	172.8	462.0
Labor .....	55.9	122.0
Materials .....	44.5	94.0
Overhead <sup>2</sup> .....	48.1	93.0
	321.3	771.0

<sup>1</sup>Bell and Flynn, Chem. Engr., June 1949.

<sup>2</sup>Includes interest, depreciation, taxes, sales, repairs, administrative expense and profit.

Let us now look at some technological developments affecting animal fats. Most of these developments affect non-food uses. Only one, synthetic emulsifiers or bread softeners, affects your food markets. I know that judgment on this subject will be handed down by the Food and Drug Administration. I know also that some of your membership have been combating the increasing use of staling inhibitors. Because I am conversant with both sides of the controversy I would like to suggest that hasty action may be unwise. The soundness of your business is based on consumer satisfaction. If a majority of customers like certain qualities in baked goods, it appears reasonable to expect that you will, by research or manufacture, endeavor to satisfy such a preference. History contains many records of "lost causes" in which groups have tried to stop progress or impose unpopular regulations.

I want to emphasize that I am, as I am sure you are, unalterably opposed to the use of any chemical in food products that may in any way be harmful to our population. With equal emphasis I urge research on the use of your meat fats, as is or modified, so that your

products can compete favorably on the basis of economy, technical excellence and acceptability.

In the nonfood field, the major uses for fats are in the production of detergents and other surface active chemicals, protective coatings, industrial lubricants, and a host of other minor applications. In the industrial field the element of petrochemical competition is constantly present. Your industry must be constantly alert to its implication. I would like to preface my remarks on this subject by quoting from an address which I delivered before the American Oil Chemists Society about a year ago, when prices for fats and oils were still high.

### High Prices Help Synthetics

"Current prices for linseed, soybean and other industrial oils are about three times as high as they were during the '30's when world prices of fats and oils were low. This situation is favorable for the development and introduction of competitive materials derived from mineral sources. Facilities required to produce these new products can be amortized, at least to a large extent, by the time glyceridic oils reach more normal price levels. Thus, the world shortage of fats and oils is, in effect, providing an economic umbrella to protect infant but potentially vigorous competitors from the normal hazards of production and marketing.

"Assuming a return to a more freely competitive market, producers of glycerol, drying oils and soap stocks could expect to be confronted with new products which would have a marked impact on their traditional markets. It certainly appears that only further Congressional action—beyond that embodied in current legislation—can save former producers of industrial fats and oils from the eventual necessity of facing competition from products which price supports have done so much to bring into the market."

The history of synthetic glycerol is eloquent testimony to the accuracy of the preceding prediction. When the price of glycerol went above all reasonable bounds during 1946-47, the producers of dynamite and alkyd resins found it necessary to do something to protect the economic stability of their business. Some of the interested firms leagued together to guarantee the safe and swift amortization of the synthetic glycerol process based on petrochemicals developed by the Shell Chemical Corporation. This process was not exactly new. It had been developed about a decade. The Shell management—much to the chagrin of its research department—could not see its way clear to approve the relatively large investment for the production of synthetic glycerol which would be in competition with a by-product of the soap industry. Economic and market surveys were made and the result was delay, postponement and procrastination. Finally, the high prices and uncertain supply of agricultural glycerol catalyzed action. The result is well known to you. We now have

Period	Soap Sales <sup>a</sup>	Packaged Synthetic Detergents <sup>b</sup> Sales lbs.	Companies reporting	Pct. of total
1st quarter .....	634,517,000	60,034,000	15	9.5
2nd quarter .....	629,394,000	96,826,000	15	13.3
3rd quarter .....	601,192,000	115,629,000	17	14.9
4th quarter .....	546,277,000	120,196,000	—	18.1
Total 1948 .....	2,401,380,000	401,685,000	—	16.1

<sup>a</sup>Source: Association of American Soap and Glycerine Producers, which estimates that figures represent 99% of entire industry.

<sup>b</sup>Source: Association of American Soap and Glycerine Producers as reported by certain member firms not including sizeable chemical producers.

facilities for the yearly production of about 25,000,000 lbs. of synthetic glycerol. This chemical is classified as a strategic material by the Munitions Board and in the event of another national emergency, it would not be surprising if synthetic glycerol would be further expanded to insure the availability of essential requirements.

It is also noteworthy that recent progress in the production of fermentation glycerol indicates that more than a pound of glycerol can be obtained from a gallon of blackstrap molasses. In Cuba and other Caribbean countries, blackstrap has a value of only about 2 to 4c per gallon. In light of the new and more efficient techniques that are to be used in the glycerol fermentation process in a new Cuban venture, this development merits surveillance by your industry.

### Fats and Oils Outlook

We come now to the outlook for fats and oils. Because glycerides and fatty acids have such a multitude of applications in industry, it is only natural that their continued use would be affected by numerous technological developments. Let us briefly survey some of these:

(1) Fatty acids can be synthesized. The raw material is a petroleum fraction containing from 16 to 24 carbons. Air in the presence of a trace of potassium permanganate is the oxidizing agent. The process is admittedly cumbersome and involves considerable costly equipment. The Germans, however, used it during the war for the preparation of soap and synthetic margarine. Such a process, in light of the relatively low prices for fats and oils, is at present generally impractical. It can, however, be used for the manufacture of greases from waste petroleum products or residues. If, instead of a saturated petroleum fraction, an alpha olefin is used, fatty acids of any desired length can be obtained by an OXO reaction. This process has potential possibilities for the synthesis of individual fatty acids of whatever chain length is desired.

(2) Fatty alcohols can readily be prepared by the OXO process. The raw materials are unsaturated petroleum fractions or synthesis gas, the latter being a mixture of carbon monoxide and hydrogen obtainable from natural gas, petroleum, or coal. Such alcohols, with an 8 or 9 carbon chain are now being produced by several firms. Alcohols identical to those derived from natural fats can also be produced. They will be so manufactured when the price for fats gets out of line. It will be remembered that the fatty alcohols, as sulfates, were the first synthetic detergents. Although they are still produced on a relatively large scale, their importance, percentage-wise, as detergents is diminishing. With the inevitable domestic growth of the Fischer-Tropsch process for the manufacture of synthetic liquid fuels, it will be possible to make any quantity of fatty alcohols by the appropriate selection of catalysts and operating conditions. This has already been accomplished in Germany.

(3) Synthetic detergents are invading traditional soap markets and preempting new ones. A large number of synthetic detergents derived from petroleum and coal tar have appeared on the market during the past few years. Synthetics used in the household accounted for 20 to 25 per cent of all packaged detergents (including soaps) sold during 1948. This compares with 2 per cent in 1945 and 9.5 per cent in 1946.

### Production of Synthetics

It is estimated that the total 1948 production of synthetics of all kinds and for all uses was about 270,000,000 lbs. (basis 100 per cent material) from which at least 700,000,000 lbs. of sales products were made. It has been predicted by students of the subject that production may increase 25 to 50 per cent in the next few years. The table above showing the sales of soaps and detergents in 1948, by quarters, appears to support such a forecast.

The data in the table below show that soap sales have remained relatively

Year	Industrial Production <sup>1</sup>	Total Fats Used lbs.	Soap Sales lbs.	Synthetic Detergents (100% active basis) Production—lbs. <sup>2</sup>
1943 .....	—	1,985,545,000	3,120,000,000	—
1944 .....	—	2,335,254,000	3,630,000,000	—
1945 .....	—	2,151,011,000	3,180,000,000	147,000,000
1946 .....	170	1,882,511,000	2,570,000,000	183,622,000
1947 .....	—	2,371,210,000	3,100,000,000	227,082,000
1948 .....	190	2,146,616,000	2,760,000,000	253,000,000

<sup>1</sup>1935-1939 average—100

<sup>2</sup>1946 and 1947 from U.S. Tariff Commission omitting cationics, petroleum sulfonates, and certain miscellaneous products.



static during the years 1943-48, while the use of detergents has increased at a rapid rate.

Recent statistics on crude glycerol production appear to confirm the downward trend in soap production. For the first five months of this year, about 72,000,000 lbs. of crude glycerol were produced compared with about 89,000,000 lbs. for 1948, a drop of 20 per cent.

### Trend Seems Irreversible

The disturbing fact about the displacement of household soaps by detergents is that it appears to be an irreversible trend. At almost any hour of the day or night one can hear the virtues of some synthetic detergent being extolled on the air. Millions of dollars are being spent to win and retain consumer acceptance of these new products. Each of the larger soap companies makes two or more synthetics that compete with their own soaps as well as with products of other firms. Manufacturers of household laundry equipment now recommend synthetics. It may now be too late to stem this tide. It is not too late, however, to embark on a program of research designed to recapture old markets and develop new ones.

It is appropriate to emphasize that research cannot and should not encourage you to hope for higher prices. High fat costs are incompatible with the two major objectives of research on detergents, viz., competitive prices and matching performances. There is little doubt but that the economics of this battleground will be determined by the increasing number of firms producing detergents from mineral sources, who will do their utmost to hold on to their profitable new business.

### Three Classes of Synthetics

Any discussion of the chemistry of the synthetics would not serve any useful purpose at this time. Suffice it to say they can be divided into three ionic classes, of which the anionic is by far the most important. This group comprises the alkylaryl sulfonates, sulfated fatty alcohols and a large number of sulfated and sulfonated miscellaneous compounds which are calculated to serve the needs of both industry and the household. The alkylaryl sulfonates, because they are cheap, efficient, and can be made from a diversity of materials, are produced in by far the largest quantity.

In addition to detergents, there are other important surface active agents which are used as emulsifiers and flotation agents. Synthetics are beginning to play an important role in these fields too.

In the field of protective coatings, many new synthetic materials have been developed and introduced which apparently limit or reduce the markets for drying oils. Certainly the use of glycerides has not kept pace with the expansion in industrial activity. This is due largely to the fact that the newer synthetic products are designed to give better service on industrial applications.

A similar story revealing static or declining markets for unsaturated oils and fats could be narrated for lubricants, printing inks and other applications. Perhaps the explanation is given on the cover page of the July, 1948 issue of "The Fats and Oils Situation," issued by the USDA Bureau of Agricultural Economics. Here it is stated that "Total use of oils and fats in 1947 by the drying oil industries, including use of tall oil and secondary fatty materials, was second only to 1941, but was not as large as would be expected in view of the record peacetime rate of industrial production in 1947. Vegetable oils are meeting increasing competition in drying oil uses from synthetic resins, casein and vegetable proteins." I could add a number of other items but that is not necessary. I would like, however, to concur in the use of the expression "increasing competition."

At a recent meeting in the Department of Agriculture to discuss special research on fats and oils, representatives of industry observed that competition made it necessary for firms to seek the cheapest materials that would give satisfactory performance.

### Picture Is Gloomy

I have painted a rather gloomy picture, but I believe it is a realistic one. It may suggest ways and means of improving your present situation. Other agricultural interests may also soon be in your predicament.

In summing up, I want to emphasize:—

(1) Industry needs and insists on a steady supply of raw materials at prices that are stable, reasonable and competitive.

(2) Recent fluctuations and high prices for farm crops have been largely responsible for the emergence, development, and stabilization of petrochemical competition.

(3) Research on oils and fats may, and probably will, result in the development of new outlets and in the partial recapture of lost markets. This research cannot, however, guarantee higher prices.

(4) In times of a national emergency, the industries dependent upon certain oils struggle along with curtailed supplies, using substitutes when they can. In peacetime they encourage the production and explore the possibilities of non-glyceridic replacements. The reasonable objective of users of fats and oils is to get cheaper raw materials and to avoid the annoying fluctuations in supply.

(5) High artificial prices may bring a temporary gain, but as sure as night follows day, it will result in the permanent loss of many industrial markets. The impact of petrochemicals on chemurgic crop and livestock production is clear. The answer may be either in curtailed production or sustained production for government stocks unless we are able to develop new markets.

(6) Extended and continuous re-

### "Down by the Station ..."

1. President Wesley Hardenbergh of the American Meat Institute smiles as the convention special pulls out of the LaSalle street station.
2. Conductor Harvey Wernecke of *The National Provisioner* is ready to give the engineer the high ball.
3. Convention special passengers included R. F. Gray, vice president and general manager, president and Mrs. H. H. Corey of Geo. A. Hormel & Co., Austin, Minn.
4. R. A. Rath, president of the Rath Packing Co., Waterloo, was one of the midwesterners aboard.
5. J. O. Durant, district engineer of Link-Belt Co., Chicago, with A. J. Olson of Link-Belt and L. J. McQueen, sales manager, The Globe Company, Chicago.
6. A latecomer strides across the station to board the train.
7. Mrs. Ralph Daigneau, Mrs. E. C. Redman, Ralph Daigneau, vice president of Geo. A. Hormel & Co., Austin, Minn., and H. A. Pinney, assistant vice president, American Can Co.
8. Mrs. Robert Lohman, sales manager, and Mrs. William Farley, Farley's Quality Sausages, LaCrosse, Wis.
9. H. E. Staffer, president, Ready Foods Canning Co., Chicago; John H. Marhoefer, president, Marhoefer Packing Co., Chicago; Kuba J. Diamant, vice president, Delicia Chocolate Co., and Robert S. Solinsky, president, Cans, Inc., Chicago.
10. Mrs. A. T. Spencer; J. J. Hewitt, manager of lard division, Agar Packing & Provision Corp., Chicago, and A. T. Spencer, vice president and general manager of Wm. Davies Co., Inc., Chicago.
11. Ben White, cattle buyer, White Packing Co., Salisbury, N. C., and H. G. Willoughby, vice president and general manager, Union Welt Corp., Chicago.
12. Ellard L. Pfaltzer, vice president, Pfaltzer Brothers, Inc., Chicago.
13. Howard Rath, vice president, Rath Packing Co., Waterloo.
14. Mr. and Mrs. John H. Marhoefer, president, Marhoefer Packing Co., Chicago.
15. Byron G. Benson, advertising manager, Rath Packing Co. of Waterloo, Iowa.

search on a larger scale is necessary. The research should be designed to overcome the known shortcomings of your present products. The investigations on animal fats should draw on the available reservoir of fundamental knowledge, and should stress research on new or improved products that will permit recapture of old markets and, in addition, the discovery and establishment of new ones.

CHAIRMAN L. E. KAHN: Thank you, Mr. Groggins and the other gentlemen, on behalf of the Institute, for a very thought-provoking program. The meeting is adjourned.

(The meeting adjourned at 4:20 p.m.)



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# Convention "Special"





## Session 3

TUESDAY, SEPT. 20

### MORNING—GENERAL SESSION ON THE BUSINESS OUTLOOK—discussed by

Wesley Hardenburgh, president, AMI, page 136.

Paul Willis, president, Grocery Manufacturers  
of America, page 142.

P. V. Moulder, executive vice president,  
International Harvester Co., page 148.

**T**HE Tuesday morning session convened at 10 a.m. with Wesley Hardenbergh, president of the American Meat Institute, presiding.

**CHAIRMAN WESLEY HARDENBERGH:** This morning I should like to talk a bit about trade associations and especially about the American Meat Institute.

Then, I want to comment on the new significance of meat, and its implications for the livestock and meat industry, and on the future of this business. I also shall comment briefly on research and what it can mean to the members of this industry.

In talking about trade associations, I like to start with the assumption that nearly every member of an industry feels, or at least should feel, some obligation toward the success of the industry of which he is part and that he not only wants to see the industry succeed and prosper, but is willing to do his part in bringing about the achievement of that desirable goal.

Through participation in his trade association, he has an opportunity and means for discharging this responsibility and that is one reason he joins.

Another reason is that he has problems and wants help in getting them solved.

In this connection, I should like to tell you that a number of our member companies tell us, and I feel sure they mean it, that their membership is an investment that pays them handsome dividends, and at the same time enables them to do their part toward industry-improvement. Some will tell you, and I feel sure they are telling the truth, that their membership costs them nothing, that in some cases the direct benefits they obtain more than pay the cost of their dues. We believe a similar opportunity is available to every member.

Just a few days ago a small packer in the east told one of our staff members that he didn't see how a meat packing plant could be run without the help of the American Meat Institute. He said further that the big advances in the industry—nearly all of them, in his opinion—have come about because of the co-operative spirit brought to play on industry problems by the American Meat Institute. This man, incidentally, is a 50-year veteran.

Many companies—I would guess from 50 to 100—have told us that they never could have continued in business during the war if it had not been for our prompt and timely service in keeping them advised of OPA and other governmental regulations. Prospective government activities in the price support field may renew the need for this sort of service.

Numerous packers and sausage manufacturers have expressed appreciation to the Institute for help they have received in remedying spoilage problems—which can, and often do, cause disheartening losses of business and of money.

Others have told us of the help they have received on various operating problems, on sewage disposal problems, on building revisions, on the outlook on livestock supplies and on numerous other subjects.



HARDENBERGH

Scores of companies effect substantial savings on their purchases of supplies and materials through following American Meat Institute advice. For example, one eastern packer told one of our staff members that the money he was able to save on tires more than offset his dues.

Now, such services are *direct* services. For the most part, they can be seen and heard and felt. And many companies find their value is enough to offset the cost of dues. In fact, some companies put it this way: The question is not whether we can afford to belong to the A.M.I. It is whether we can afford *not* to belong. More than 500 companies apparently feel that they cannot afford not to belong.

### Direct Services Only Part

But our direct services are only part of the story.

By far the greatest contribution the American Meat Institute is making to the industry is in services—relating to promotion and public relations and research—services which help the entire industry, and every company in it, to succeed and prosper and grow.

Some of you may feel such services are somewhat distant and remote and may be "all right for some of the bigger packers but of no value to me."

That is a misconception that needs a little discussion, for it is a misconception that hurts and hurts especially the member who has it.

Let us consider in this connection so simple a matter as the attitude of consumers toward meat.

It wasn't so long ago that every thinking man in this industry, and in the livestock and retail meat industries as well, was concerned about anti-meat propaganda; about the advertising of competitive foods; about the advice physicians were giving their patients about meat.

We found a decade ago when we made a study of trends in the meat industry that in the 20 years from 1919 to 1939 the human population in this country had increased about a fifth—around 20 per cent. During the same period meat production stood still; actually it showed a slightly downward trend, and consumers seemed to be spending an increasingly smaller proportion of their income for meat.

If you will think back to those days you will recall that a good many of our industry leaders came to the conclusion that something had to be done; that is, that something had to be done unless we wanted to hand down to our sons and those who come after us a declining industry. Those industry leaders of a decade ago decided that instead of throwing up our hands in surrender we should strive vigorously and intelligently for an expanding industry—one that offered producers a better market for their livestock; the public a better supply of meat, and the packer a better opportunity for a living profit.

Contrast the picture then with the

## AMI ISSUE COVER



The "meat team," theme of the American Meat Institute's nationwide publicity program, is prominently displayed on this convention issue cover. The familiar, smiling faces of the producer, the processor and the retailer, stand out forcibly on a white panel, with contrasting red panels above and below. Added emphasis is given the "meat team" concept with the publication of this issue. The "team" is brought, in a special way, to the attention of thousands of packers who are regular readers of *The National Provisioner*.

picture now, if you will. Only a few days ago, the President of the United States said: "Our people want to buy more milk and meat, more fruit and vegetables, and all the things that go into a better diet."

This is a far cry from the days when the government was urging people to eat less meat.

Have you stopped to consider how meat reached its present high esteem?

It was not just a happenstance; not an accident.

It was partly the result of design; partly the result of institutional discoveries, partly the result of wartime developments which accentuated both the popularity and the production of meat.

But unless those developments and discoveries had been capitalized on as aggressively and effectively as they were, meat never would have achieved the high esteem it has reached today.

Back in 1923 the National Live Stock and Meat Board began to appropriate funds for research on the food value of meat. The Institute even earlier than that had supported some similar work. In 1928 the Institute supported Stefansson's epoch-making experiment on an

all-meat diet, carried on here in New York at Bellevue Hospital under the direction of a group of distinguished scientists. I believe that this experiment more than any other—perhaps more than all others—helped turn the tide toward meat.

But it was not enough just to find out scientific facts. They must be widely, intelligently, and persistently disseminated if they are to change public thinking and public attitudes. There are a lot of people in this country and a good many of them have to be told and sold before that goal can be achieved, and it's a job which takes a lot of doing.

During the last decade, the Meat Educational Program, made possible by the leading packers and sausage manufacturers, has made a vital contribution to the livestock and meat industry in telling and selling the institutional story of meat.

That advertising, incidentally, has had a high degree of public service in it. It not only has taught people much about nutritive values, but has shown people how to use meat economically, and how to prepare it easily. Our current advertising featuring three fresh-cooked meals from one fresh pork butt is a case in point. I hope this will not sound like boasting, for there isn't any boasting in it, but I believe, and know a good many in our industry believe, that this industry program, with all of its vitality; with all the thought and study it has had; with the direction and continuity it has given the job of selling the people of this country the truth about meat, is the greatest achievement our business has ever made.

Closely allied with promotion of the industry's product as one of the factors needed to make an industry prosper and grow is public relations. This involves educating people about the kind of an industry we have, the kind of people in it, and the kind of a job we do.

### Industry Facts Not Known

Our industry is a highly-efficient, low-profit industry. This is not generally known. The wonderful service it performs often is taken for granted. Therefore, a need exists to make the industry and its multitude of services better understood and better appreciated—without which no industry can hope to continue to prosper and to grow.

You all know the work the American Meat Institute is doing in this field and I am not going to dwell on it. Most of you will agree that it is worthy of the support of every meat packer and sausage manufacturer in the country.

A third requisite for continued growth and prosperity is research to keep an industry abreast of progress.

Our industry has done a considerable amount of research but not enough. In recent years there has been a notable stepping-up of research activities, in both the scientific and economic fields. This is true of a number of our member companies—true also of our industry which now has the American



Meat Institute Foundation at The University of Chicago, thanks to the generosity of many packers and sausage manufacturers throughout the country, plus the co-operative spirit of the university.

I think you all can get a better appreciation of the tremendous possibilities of research if the next time you are in Chicago you will visit the American Meat Institute Foundation. This we cordially invite and urge you to do.

I am not going into research results at this time except to refer to a development that illustrates the importance of research. One of our member companies has developed, through research, an outlet in new fields for the products from some 50,000,000 lbs. of fats and oils a year and soon will double this figure.

This development must be of benefit to the company which made it, but it also is of benefit to livestock producers and in fact our entire industry in that, by taking substantial quantities of fats and oils out of an overloaded market and using them in new ways, a better market is provided for the remaining production.

### All Contribute to Welfare

All of these things—promotion, public relations, and research—contribute importantly toward making our industry succeed and prosper and grow.

These are some of the things which people in the same line of business, people in the same industry, have in common, and which provide dollars-and-cents reasons for working together through a trade association for the benefit of all.

Of course, there may be differences of opinion within an industry on a given course of action or on various problems which will affect different members of an industry in different ways.

But can there be any difference of opinion on such things as those I mentioned—the desirability of trying to expand the market for our industry's products; of trying to make our industry better understood and better appreciated; of trying to do things in the field of research which will keep our industry abreast of progress and up-to-date and efficient? Surely no one successfully can maintain that such activities are not important and desirable and beneficial. As a matter of fact, they constitute the very bed-rock of proper trade association activity and most other activities are relatively unimportant in comparison with them.

Some of you may not agree with me. But, if so, I would like to ask you how successful do you think the packing business would be if our business was a declining business?

The demand for meat has fallen off in the past and can do so, and will do so again unless the industry does something about it.

I'd also like to ask you whether you'd enjoy being looked upon as profiteers

## Around the Convention Halls and Lobby

1. W. S. Shafer, vice president and sales manager; D. B. Hause, advertising manager; G. L. Hoelter, in charge of trade relations, and J. R. Herndon, general manager of branch houses, all of Armour and Company, Chicago.

2. Arian Lampert, president, Lampert Beef Co., Boston; Harry Lakin, sausage superintendent, New England Provision Co., Boston; J. D. DeVoe, Oppenheimer Casing Co., New York; Edward Berger, advertising manager, New England Provision Co., and Al Hark, Hark Beef Co., Boston.

3. J. T. Wiederhold, vice president; Thomas J. Cully, superintendent, and Alex H. Figge, president, all of Figge & Hutwelker Co., New York.

4. J. W. Coffman, vice president, Kingan & Co., Indianapolis; C. W. Flood, jr., manager of Sterilamp-Tenderay division for Westinghouse, Bloomfield, N. J., and P. L. Robertson, vice president, Kingan & Co.

5. Herbert Slatery, jr., assistant superintendent, East Tennessee Packing Co., Knoxville; J. V. Smith, Hoy Food Products Co., Milwaukee, and Ira V. Lay, jr., production, Lay Packing Co., Knoxville.

6. Robert Silverberg, production superintendent, Claridge Food Co., Flushing, L. I.; F. T. Spamer, president, Bedford Provisions, Inc., Brooklyn; M. F. Neil, manager, New York office of Jacob E. Decker & Sons, and Jacob Zucker, owner, Boneless Beef Co., Brooklyn.

7. R. S. Scott, vice president and general manager, Home Packing Co., Terre Haute, Ind.; Oscar E. Emge, president, Emge Packing Co., Fort Branch, Ind.; J. H. Marhoefer, president, and W. E. Hoagland, vice president and general manager, Mar-

hoefer division, Kuhner Packing Company.

8. Harry L. Sparks, H. L. Sparks & Co., National Stock Yards, Ill.; J. W. Doran, Lynchburg Livestock Co., Lynchburg, O.; J. A. Wehinger, Kennett, Collins & Co., Cincinnati, and Edward E. Elliott, The C. K. Elliott Co., Springfield, Ill.

9. Herbert J. Brown, president, D. B. Brown, Inc., Elizabeth, N. J.; Ben Halop, Trunz, Inc., Brooklyn; Richard S. Fawcett, broker, New York, and Leroy C. Kesaler, manager, pork department, D. B. Brown, Inc.

10. John Taylor Cumber, president; A. F. Davis, sales manager, and Frank O. Grief, New York sales representative, The Taylor Provision Co., Trenton, N.J.

11. Herbert Desborough, sales manager; Gus Phanstei, supervisor, and G. L. Simonetti, purchasing agent, all of Adolf Gobel, Inc., Brooklyn.

12. W. M. Elder, assistant general sales manager; E. M. Stickle, manager, fresh and smoked sausage sales, and G. W. Munro, manager of the canned foods division, all of Armour and Company, Chicago.

13. Ned Cone, canned meats department, Rath Packing Co., Waterloo, Ia.; C. H. Pals, U. S. Meat Inspection Division, USDA; J. H. Bender, provision department and Joe Gibson, vice president and controller, Rath Packing Co.

14. President and Mrs. G. B. Nissen and Mrs. and Mr. O. R. Hansen, the delegation from the G. B. Nissen Packing Co., Webster City, Ia.

15. H. A. Morgenstern, sales manager; Starr Parker, purchasing agent; M. Applegarth and George Schlereth, vice president, all of H. H. Meyer Packing Co., Cincinnati.

and exploiters of the public? I think most of you have felt enough of that in the picture in the past to want to support and even increase our efforts to tell the public that our industry is an honest and useful industry and that it serves the public efficiently and well.

And on the subject of research, if there are any among you who question the value of research activities, I'd like to ask you whether you are sorry that the American Meat Institute Foundation found a good anti-oxidant for lard and whether you regret that through research we have found the way to handle such things as the greening of sausage? If you answer no, then you must admit the value of research activities. If you answer yes—well I just can't imagine that any of you would.

As a result of the research and promotion and the other developments I mentioned, including the war-time stimulus to meat production, two things have resulted:

1. People have been and continue to be more ready than they otherwise would have been to buy meat. This has made the industry's selling job easier.

2. People are buying more meat than they did before the war, which has given the industry a greater volume,

thereby tending to lower unit costs.

Brand advertising alone, valuable as it is, could not have done this job. I do not mean to go so far as to say that brand advertising will not aid in expanding the over-all market for meat, for I believe it will contribute somewhat, but its principal effect is on the distribution of the existing market, not the enlargement of the total market.

In closing, I shall try to get down a little closer to the outlook than I have done up to now.

There are both pluses and minuses in the outlook.

On the minus side, let's consider by-products for a moment. There has been a great shrinkage during recent years in the value of many by-products in relation to livestock costs. This has been due largely to the development of substitute products—through research, if you please.

What has taken place is illustrated pretty well by what has happened to the relative value of hides. As Mr. Krey pointed out yesterday, three decades ago the value of a pound of steer hides was nearly 2½ times the cost of the steer per pound.

Today—that is, for the first seven months of the current year—a pound of



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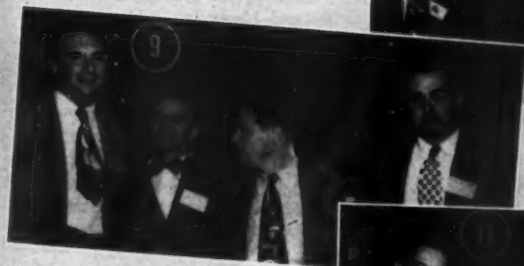
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hides actually brings less, on the average, than the cost per pound of the steer.

The same is true, in general, of numerous other by-products, especially fats and oils.

I have not found many people in the industry who are very optimistic that by-product values will recover to the point where the relationships of two or three decades ago again will prevail.

It is my own opinion that, barring developments now unforeseen, our industry had better make up its mind to find a way to live with a substantially lower level of relationships in the case of many by-products than those which existed a few years ago. I believe that will be especially true in the case of fats and oils unless crop failures or other developments remove some of the production.

### Good Outlook for Meat

It must be remembered, too, that when substitutes develop and interchangeability is possible it is the product that can be produced most cheaply that tends to set values, as I believe Mr. Groggins pointed out yesterday.

As far as the principal product of the meat business is concerned, which, of course, is meat, I think we can look ahead with some comfort. In saying this, I am not referring to the period just ahead or to the period when our entire economy may adjust itself to a lower level. I am talking in terms of the next decade or two, and I am assuming that industry will be reasonably free from inefficiencies engendered by further governmental intrusion. That, I realize, is quite an assumption to make. However, the reasons why I think we can look forward to that period with some comfort are these:

1. Our population is growing rapidly—it has increased nearly 20,000,000 in ten years—and requires more meat year by year.

Thirty years from now, it is estimated that we shall have at least 30,000,000 more people than now. If this estimate is correct and the consumption of meat continues at the present rate, our market will be increasing at the rate of nearly 1 per cent per year. Some feel the increase may be even more rapid.

2. Sentiment is growing for an increased animal agriculture.

The theory advanced by H. E. Babcock with respect to the national value of an increased animal agriculture is gaining ground and seems sooner or later to affect our agricultural policy.

People like the idea of a system of agriculture which will build our soil and aid in the prevention of crop surpluses and at the same time provide consumers with a better diet and also supply more of beneficial by-products such as leather, wool, and life-saving pharmaceuticals. They recognize that it will help everybody; that it will be good for the soil; good for the people; and good for the nation. We in the livestock and meat industry should give

## Packers and Suppliers Turned Out In Force

1. Pictured left to right, J. T. Murphy, jr., and J. T. Murphy of J. T. Murphy Co., Chicago, and Sidney A. Lang, treasurer, Columbia Packing Co., Boston.

2. B. B. Balentine, president and treasurer, Balentine Packing Co., Inc., Greenville, S. C., attended the convention as usual.

3. John Krauss, president, John Krauss, Inc., Jamaica, N. Y.; Irvin A. Busse, Busse Brokerage Co., Chicago; John G. Deutsch, vice president, John Krauss, Inc., and Bob Earley, R. W. Earley & Co., New York.

4. O. C. Hoffman and R. S. Philiber, general manager, both Punxsutawney Beef & Provision Co., Punxsutawney, Pa.; Herbert W. Hahn, partner, and Edward Hahn, senior partner, Edward Hahn Packing Co., Johnstown, Pa.

5. C. J. Duperly, export manager, Stahl-Meyer, Inc., New York city, and J. L. Simmons, manager, Coffeyville Packing Co., division of Stahl-Meyer, Coffeyville, Kans.

6. Three representatives of Shamokin Packing Co., Inc., Shamokin, Pa.; C. D. Maurer, president; J. A. Martini, vice president, and Walter Paul, manager.

7. A father and son team: E. B. Mucke, jr., treasurer, and E. B. Mucke, president, E. E. Mucke & Sons, Inc., Hartford, Conn.

8. Arthur Broadwin, American Meat Institute; Edward R. Swem, vice president and editor, *The National Provisioner*; E. A. Schmidt, president, The Schmidt Provision Co., Toledo, O., and Lester I. Norton, president, *The National Provisioner*.

9. Sam Romm, Romm & Greisler, Philadelphia broker, and Fred Stearn, New England Beef Co., Boston.

10. Raymond C. Briggs, president; R. C. Briggs, jr., general manager, and L. S. Briggs, secretary-treasurer, of Briggs & Co., Washington, D. C.

11. Al Klopot, Apex Packing Co., Chicago.

12. Oscar Emge, president, Emge Packing Co., Fort Branch, Ind.; E. B. Pallardy, General American Transportation Co., Chicago; E. S. Waterbury, formerly with Armour and Company and the USDA, now retired; Jesse M. Dietz, American Stores Co., Philadelphia, and Roger Elpers, sales manager, Emge Packing Co.

13. C. H. Wallace, vice-president, and C. G. Newcomb, president, Cleveland Provision Co., Cleveland, O.; L. E. Griffin and R. K. Griffin, P. G. Gray Co., Boston.

14. Louis Ohland, Louis Ohland, Lynbrook, L. I., N. Y.; John H. Stout, manager, New York city branch, Rath Packing Co., Waterloo, Ia., and Frank C. Ferrara, Thomas M. Ferrara Co., New York.

15. R. E. Sthen, vice president, and G. C. Kern, president, John Kern & Son, Portland, Me.

16. Stephen B. Caporal, beef purchasing division manager, Palmyra Bologna Co., Inc., Palmyra, Pa.; Burt Andrews, Andrews Dried Beef Manufacturers, Nazareth, Pa., and Jack Seltzer, president, Palmyra Bologna Co.

17. Officials in the Department of Agriculture attending included Harry Reed, director of the livestock branch, and Fred Beard, head of the grading division, Production and Marketing Administration.

18. W. H. Stewart, vice president; M. L. Gibson, president, and R. S. Maffet, vice president, Hughes Provision Co., Cleveland.

this movement our very full support.

3. It is becoming recognized that a higher consumption of meat per capita than now exists would be beneficial.

The United States Department of Agriculture, for example, has set up a goal for a consumption per capita of about 175 lbs. instead of 146 as at present.

If this should come about, it would mean another increase of about 20 per cent in the industry's market.

Such a goal is not unattainable.

The industry's meat educational program actually is helping to bring it about and should continue to be used toward this end.

4. The efficiency of livestock production will continue to increase.

Many groups, including the colleges and experiment stations and the USDA, are studying methods of lowering the costs of livestock production still further through increased efficiency in feeding, increased labor productivity, and in other ways. Progress is being made and more will be made.

Improvements in feed-crop production, such as the development of the higher-yielding hybrid corn, also will help, as will the growing tendency toward grass farming, making possible a lower-cost production of meat.

These are some of the reasons why I am somewhat optimistic about the future. There are others which I shall not go into here, except to mention that one of them is a deep and abiding faith in the virility and progressiveness of this industry which has demonstrated its ability to perform one of the world's greatest food supply services efficiently and at an amazingly low service cost. I am sure that an industry of such caliber will be able to find comfort in the future.

Since ours is a consumer goods industry, our packers are always eager to know what other industries think of the outlook. Our program this morning is designed to give us the outlook of three speakers from two different but highly important fields. One of them is akin to ours in the general food industry. Another comes from the farm implement field.

Our first speaker is from the food industry, in which he has made an outstanding record. He is so well known to food audiences throughout the country that I think it would be far more appropriate for him to be introducing me to this or any other food audience rather than vice versa. What Paul Willis, president of the Grocery Manufacturers' Association of America, says about food is authoritative.

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PAUL WILLIS

# Willis Forecasts Future Progress of Food Industry

**P**AUL S. WILLIS: I appreciate the opportunity of addressing this distinguished group of people. While the meat industry is a highly important one from the standpoint of providing essential fresh meats and meat products to the American people, it is also very important to food manufacturers who use so many parts of the animal as ingredients for the processing of many of their products. The use of these ingredients in processed food products is undoubtedly much larger than is generally surmised.

The popularity of meat and meat products is, as you know, on the way up. Farmers are also aware of this trend, for a recent poll which we made among members of the GMA Farm Panel of America reveals that there is a pronounced movement toward greater animal agriculture and grassland farming. We asked this group of 2,500 young farmers located all over the United States whether they were planning on making any changes in their farming methods this year, and 57 per cent replied "yes." Most of them then went on to say that they planned to go in for more animal agriculture and grassland farming.

## Interrelationship in Foods

I mention this simply to point out the close relationship which exists between meat packers and other food and grocery manufacturers, and also between the American Meat Institute and Grocery Manufacturers of America, Inc. This common interest is not limited to the use of meat but applies equally to our mutual interests in the welfare of the nation and in making that interest known through the medium of good public relations. At this point I would like to compliment the Institute for the splendid job it is doing.

I have been asked to talk to you about the business outlook. This is always a risky subject to tackle and predictions are necessarily safeguarded by a lot of "ifs." However, economic and world conditions seem to be clarifying somewhat,

which gives one a little more courage to stick out his neck and do some prognosticating.

Even though there are still numerous unsettled factors which could have an important bearing upon the immediate trend of our economy, such as the steel and coal situation and other labor relations problems, the European situation and the like, business forecasters nevertheless are generally more optimistic about the business outlook for the balance of 1949 than they have been for some time. Many of these forecasters see hopeful signs indicating that we have passed the low point of the correction period in this country and that we are moving ahead with upward trends showing up in numerous places. We can all take heart in the fact that the adjustment of our economy to meet changing conditions in the postwar period was made in an orderly fashion. Because the business recession hit our various industries on somewhat of a staggered basis, the effect upon the economy was tempered to a considerable degree with the result that employment and consumer income have held at fairly good levels.

We escaped both the perils of a sky-high, runaway boom and of bust, and our economy has apparently been restored to a pretty sound level.

The entire food and grocery industry came through this adjustment period in better shape than did most other industries. One reason for this, of course, is the fact that people must eat, but of equal importance is the fact that the food industry did a good job of management during this period by aggressively selling and advertising its goods.

The food industry has been moving right ahead and this is largely so because it planned ahead. Last year we saw the seller's market coming to an end and it was clear that we were moving into a highly competitive buyer's market. Supplies were catching up with demand, and we knew it would take a lot of good planning and first-rate salesmanship to maintain and increase our

sales when the buyer's market began.

Members of the food industry can feel proud of the fine results which have been obtained and can look forward to continued progress.

In order to evaluate the factors which largely determine the extent of our future progress, we need to look at the signposts which traditionally point the way to economic future. We find some factors on the minus side, some on the plus side and some which are still very uncertain. Fortunately, at the moment, the pluses outnumber the others.

## Factors in Business Outlook

On the minus side we find: There is still a carry-over of the shock to business sentiment caused by last November's election from which it has been slow to recover. This slowness has been emphasized by the Administration's repeated statements of determination to enact legislation which, in effect, would hinder business progress. For example, the imposition of higher taxes, repeal of the Taft-Hartley Law, series of additional controls, etc., etc. Recent developments indicate that there is less reason for business to feel alarmed about some of these matters because apparently Congress will not enact all of them.

The continued threat of war has been disturbing but this threat is seemingly becoming less serious daily. In fact the situation has reached a state where for psychological reasons, at least, we might well drop the term of "cold war," and start talking about "cold peace." It seems to me that the word "war" has been in our daily talks entirely too long and that it is time we start talking peace. High transportation costs, high cost of building and expansion programs, high cost of government, political distortion of economic facts—all have had their deterring effect.

The statements by the prophets of gloom have had their psychological effect upon the American people and so have the headlines about unemployment. Increased operating costs with resulting declining margins have been a serious



problem for management. And, we have with us very high taxes, which have been a great drain on the people's pocketbook and a great drawback to business expansion.

While the above factors and others have been a deterrent to business progress, there are also many favorable factors in the economic picture. Although, according to government figures, there are between 3,000,000 and 4,000,000 people unemployed, of greater importance is the fact that almost 60,000,000 people are employed out of a total labor force of 63,600,000, an unemployment figure of about 6 per cent.

### Favorable Factors

For comparative purposes let us look at 1933. At that time, about 13,000,000 people were unemployed out of a labor force of 52,000,000, or an unemployment figure of 25 per cent. If we are to accept the statement that the normal unemployment figure is somewhere around 3,000,000 to 4,000,000 people, then the present situation is not one of great concern. People have money and apparently are willing to spend it for good values. We believe that people are more value-conscious than price-conscious. Accumulated savings are two and a half times those of 1939 and the current rate of saving is still high.

We have 18,000,000 more people than in 1939; 7,000,000 new households have been established since 1940. Wages and income continue high, while the consumer's debt is very low. The dollar buys more goods today and will increasingly buy more goods.

The government expenditures of about \$5,000,000,000 for ECA and \$15,000,000,000 on military preparedness stimulate a lot of business. Other factors are the protection of support prices against farm price collapse, the liberalized credit for purchase of autos, household goods, etc. and a better public attitude toward business. Inventories are generally low and in good balance.

After looking at all of these signposts, it appears obvious that the future is hopeful. I believe that the food industry will be able to reach new goals.

In addition to the plus factors already mentioned, there are other indications that the American people *do* have sufficient buying power with which to purchase our industry's products. Government statistics reveal that the real purchasing power of the people in the first quarter of this year, after full correction for price increases and after payment of all taxes, was at a level 62 per cent higher than it was in 1939 and 6 per cent higher than in the first quarter of 1948. Increase in real purchasing power was greatest for lower income groups but was not confined to them.

Wage earners—whose families are among our prime prospects for increased grocery product purchases—are now getting 72c out of every manufacturing dollar. Their annual payroll is in excess of \$76,000,000,000, 56 per cent of all the nation's payroll. Eight out of every ten of these wage earners who reported to the MacFadden wage earner forum just recently stated that they consider themselves better off, or at least as well off, as they were five years ago in the peak of the wartime labor boom when prices were controlled.

Preliminary figures for the second quarter of 1949 show that real purchasing power was holding at about the first level. This points to a definite ability to buy and should mean continuing good

consumer demand for our products.

There are still other indicators in the economic picture to support this thinking. In addition to employment figures already listed, the picture showed a marked improvement in August when the non-farm employment figure registered a sharp rise of 1,368,000 workers. Although there was a decline in the number of farm workers, unemployment dropped from 4,095,000 in July to 3,689,000 for August.

While August employment figures showed a marked rise over July, the July figures themselves were only 3 per cent below those of last year when employment figures for that month set an all-time record high.

### Many More Employed

Comparing employment records of today with those of 1939, we find a 33 per cent increase in the number of people who are working. Although August employment increases are to some extent seasonal, it is predicted that the fall business upturn will create more jobs and provide longer work weeks for those wage earners who have had their work weeks reduced in past months.

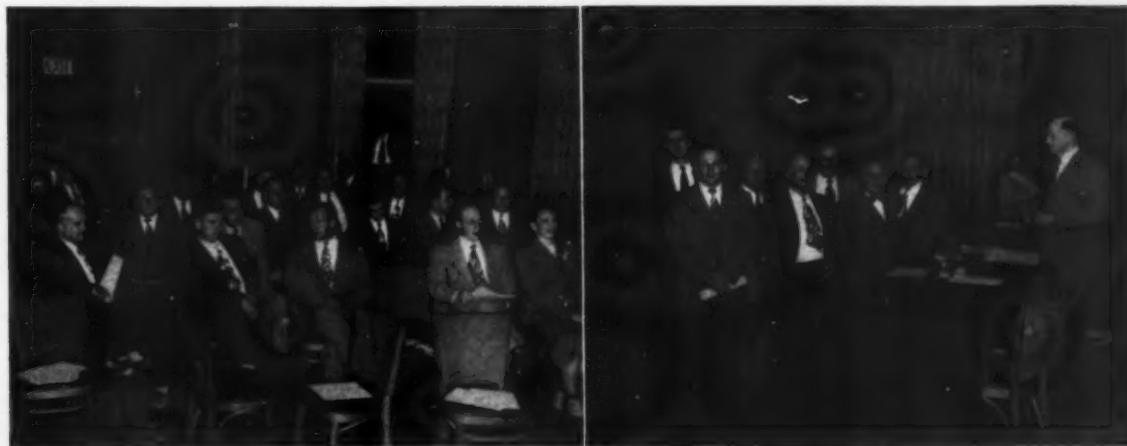
For further indication of buying power we can also take a closer look at the figures on individual savings. These savings are now the largest they have been in the history of the country. Personal savings for the second quarter of 1949 were at an annual rate of \$16,000,000,000, as compared with \$10,900,000,000 in the second quarter of 1948 and at a rate of \$2,700,000,000 in 1939.

Even with today's higher prices, individual savings will buy twice as much as would the savings held in the year 1939.

When these savings figures are considered in relation to the recent business recession, it appears evident that consumers were not unable to buy but merely became more cautious in their buying. It is logical, therefore, to expect that this stored-up purchasing power will find its way to the market as more and more of the people are convinced that current prices of consumer goods represent good values at the market

### SUPPLIER GROUP MEETS IN BELMONT PLAZA

The Meat Industry Supply and Equipment Association held a business session Sunday afternoon in the Belmont Plaza Hotel. The new executive committee is composed of **FRONT ROW:** C. Oscar Schmidt, jr., president, The Cincinnati Butchers' Supply Co.; Harold Scherer, advertising manager, The Albright-Nell Co.; Ed Schoenthaler, assistant to the president, Central Waxed Paper Co., and R. M. Perkins, president, Linker Machines, Inc. **BACK ROW:** Jack Manion, assistant general sales manager, Milprint, Inc.; R. R. Dwyer, The Griffith Laboratories, Inc., and W. R. Hemrich, advertising manager, Visking Corp. A. H. Noelke, secretary-treasurer of MISEA, is on speaker's platform facing the group.



place and that little or no savings will be effected by the deferment of purchases to some later date. As I said earlier, people seem to be more value-conscious.

Another factor which merits strong consideration is the fact that American farmers are in a sound financial position and are still increasing their already large cash reserves. The American Bankers Association reports that farm debt has made no significant increase and that savings in cash, bank deposits and U. S. savings bonds are at record levels.

This trend imposes what is probably the toughest problem that business has had to face in recent times. It indicates that, in working to secure the future of American business, we must do a two-fold selling job—selling our products to the people on one hand and selling them the American competitive enterprise system on the other.

Public acceptance or rejection of the phony economics now being advanced by the social planners depends to a substantial degree upon our ability to do a real job in the field of economic education.

The challenge is clear and I am one of those business men who believe that we can meet it, if we try hard enough to do so! I think that business generally is making great strides in the fields of human relations and economic education. But I am sure that we have a long way to go in both fields.

We must not only counteract the erroneous attacks upon business by left-wingers within our government and without, but we must also launch positive educational campaigns to explain our business system on a long-range basis.

### Profit and Loss System

Public understanding of the American profit and loss system, as well as public awareness of the many benefits which this system has brought to them, is vitally necessary to the preservation of the system itself.

The American people need to know that the American business system is not a profit system. It is a profit and loss system. We always face the risk of losing money and, when we do, it is as bad for the people as a whole as it is for us individually.

Losses create nothing, and provide nothing.

Profits create jobs.

Profits provide a yardstick of efficiency.

Profits provide an essential incentive.

Profits provide a guide by which we can determine which of our products are wanted most by consumers.

Profits provide a balance that tends to compensate for the risk always present when capital is invested in a business enterprise.

Profits provide a return for the use of investors' money.

Profits provide consumers with the

## FEMININE INTEREST WAS NOT LACKING THIS YEAR

1. August Roegelien, second vice president, Roegelien Provision Co., San Antonio, Tex., and William Roegelien, president of the same company.
2. George A. Schmidt, jr., president, Stahl-Meyer, Inc., New York city; F. V. Foster and J. M. Dietz, American Stores Co., Philadelphia, and J. W. Christian, executive vice president, Cudahy Packing Co., Chicago.
3. D. E. Mahoney (left rear), office manager, John McKenzie Packing Co., Burlington, Vt.; J. G. McKenzie and R. J. McKenzie, sons of the general manager of the same company; E. W. Lewis, district sales manager, A. C. Legg Packing Co., Birmingham, Ala., and J. J. McKenzie, general manager, John McKenzie Packing Co.
4. Oscar G. Mayer, jr., vice president, Oscar Mayer & Co., Madison, Wis.; C. E. Finkbeiner, president, Little Rock Packing Co., Little Rock, Ark.; Oscar G. Mayer, president, Oscar Mayer & Co.; J. P. Finkbeiner, secretary, Little Rock Packing Co., and Harold Mayer, vice president, Oscar Mayer, Chicago.
5. Victor F. Fox, partner, Pureta Sausage Co., Sacramento, Calif.; Mrs. Monica Clark, American Meat Institute, and J. F. Enos, partner, Pureta Sausage Co.
6. Mr. and Mrs. J. L. Roberts, president, Georgia Packing Co., Thomasville, Ga.
7. Mrs. E. Briegel, Mrs. M. Scheidhauer and Mrs. Josephine Najera, Flechtner Bros. Packing Co., Fostoria, O.; Mrs. Charles Slacik, Slacik's Homaid Products Co., Binghamton, N. Y.; Mrs. Harry Homer, A. E. Staley Mfg. Co., Buffalo, N. Y., and Mrs. R. E. Dressel, C. J. D. Packing Co., Buffalo.
8. J. V. Jamison, III, president, Jamison Cold Storage Door Co., Hagerstown, Md.; Mrs. and Mr. Dave Saylor, II, president, Luer Bros. Packing Co., Alton, Ill. The men were classmates at Yale.
9. R. H. Furtney, sales manager, Stahl-Meyer, Inc., New York city, and H. F. Blumens, Stahl-Meyer purchasing agent.
10. E. L. McCormick, general manager, Newark plant, Swift & Company, and Carl Thommen, manager, Table-ready meats department, Swift & Company, Chicago.
11. H. B. Huntington, president, Scioto Provision Co., Newark, O., and R. C. Kamm, traffic manager, St. Louis National Stock Yards, National Stock Yards, Ill.
12. M. S. Abraham, broker, New York

city, and D. L. Speer, John Thallon & Co., Inc., New York city.

13. Mrs. A. O. Lundell and Dr. A. O. Lundell, the Allbright-Nell Co., Chicago.

14. Mr. and Mrs. George Hust, president, H & M Provision Co., Chicago.

15. Max Chernis, president, Boston Sausage & Provision Co., Boston, Mass. and Rubin Morrison, secretary-treasurer, Morrison & Schiff, Boston.

16. Arthur Broadwin; J. F. Buckley, Boston representative, and Bill Reece, all of American Meat Institute.

17. Mrs. H. D. Anderson, purchasing agent, East Tennessee Packing Co., Knoxville, Tenn.

18. C. J. Abell, general superintendent, Hughes Provision Co., Cleveland, O., and Louis W. Mains, plant engineer, Arbogast and Bastian Co., Allentown, Pa.

19. Mr. and Mrs. M. G. Rose, office manager, Detroit Packing Co., Detroit, Mich., and daughter, Donna.

20. G. W. Cook, president, Emmart Packing Co., Louisville, Ky., and R. H. Daigneau, vice president, Geo. A. Hormel & Co., Austin, Minn.

21. Ted Lind and Irving Zeiler, Wm. J. Stange Co., Chicago, Ill.; Charles Trunz, president, Trunz, Inc., Brooklyn, N. Y.; E. E. Schwitzke, secretary, Trunz, Inc., and W. B. Durling, president, Wm. J. Stange Co.

22. Herbert Wurtzel, Wurtzel & Gordon, Bridgeport, Conn., and Frank Feldman, New England representative, Rose Packing Co., Inc., Chicago.

23. Helen Peret, *The National Provisioner*, and J. M. Foster, executive vice president, John Morrell & Co., Ottumwa, Ia.

24. Mr. and Mrs. Harry L. Sparks, H. L. Sparks & Co., National Stock Yards, Ill.

25. Mrs. Samuel D. Robinson and her father, Samuel Katz, owner, United Beef Provision Co., Lynn, Mass.

26. George Lewis, head of the department of marketing, American Meat Institute, and Joe Gibson, vice president and controller, Rath Packing Co., Waterloo, Ia.

27. G. J. Amshoff, president, Louisville Provision Co., Louisville, Ky., and T. H. Broecker, chairman of the board, same company.

28. M. L. Rosenthal, owner, Glendale Provision Co., Detroit, Mich., and R. S. Scott, vice president and general manager, Home Packing Co., Terre Haute, Ind.

benefits derived from constant improvements. In our competitive economy, businessmen strive to improve methods as a chief means of lowering costs. These cost savings soon are passed on to the consumer in the form of improved products and lower prices.

Profits provided the research which enabled that arthritis sufferer to throw away his cane.

As representatives of America's largest and most essential industry, we must assume a large share of the responsibility of business for creating their pub-

lic understanding and awareness of what is still the finest economic system ever developed.

It is both pleasing and encouraging to note here that the work which has been done along these lines by the American Meat Institute and the Grocery Manufacturers of America, and many of their members, has been very helpful in creating better understanding.

If all us apply the same initiative and talents to our public relations efforts to create public understanding as we apply to our selling efforts, we will meet

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the challenge and secure our future.

In conclusion, let me repeat that the food and grocery industry has fared well in recent years and is moving right along. Barring unforeseen incidents, we should continue that progress in future years.

Relationships all along the life line of America are good—farmers, manufacturers and distributors are tackling their mutual problems wisely and harmoniously.

The Bankers Association says that, and I quote: "Farm families are going through these final months of adjustment from a war to a peacetime economy with very little disturbance. They are maintaining a sound financial position and while they are using more credit for improvements and new equipment, their obligations are being paid off in relatively short time and they are adding to their already substantial financial reserves."

This is indeed good news for a prosperous farm economy contributes so much to a prosperous national economy.

### Veterans' Insurance Refunds

Another factor which will add to consumer purchasing power is the \$2,800,000,000 which will go to about 10,000,000 war veterans early next year as premium dividends on national life insurance policies.

The Twentieth Century fund estimates that our economy can grow more than 15 per cent in the next 10 years; that by 1960, 160,000,000 people will be spending some \$206,600,000,000 annually for goods and services. To the food industry this would represent a gain of almost \$7,000,000,000 in annual sales volume.

It is safe to conclude, therefore, that the portion of our business future which is based upon the ability of the consumer to buy is indeed hopeful. The company which knows how to make a good product and knows how to sell it to the ultimate consumer should enjoy a prosperous future.

Unhappily, that portion of our business future which hinges upon the trend of our political economy is not nearly as hopeful. The continuing movement toward a welfare state in America, the loss of more and more business and personal freedoms to government controls and the attempts to break up efficient business organizations because of their size—all of these things are disturbing.

We are geared up to furnish the American people with plentiful supplies of nutritious foods and the people have an increased appreciation of the value of good eating. More important, the average American homemaker can well afford to set a good table under current economic conditions.

All in all, the climate in which we operate is favorable to the continued progress of the food industry. The extent of that progress rests with us—you and me—upon the aggressive and sound ways in which we will move forward.

CHAIRMAN WESLEY HARDEN.

## Some Quick Glimpses of AMI Conventioneers

1. L. M. Weyant, sales research, Armour and Company, New York, with C. K. Wiesman, chemical research and development, Armour at Chicago.
2. H. S. Mitchell, director of laboratories, Swift & Company, Chicago, and C. H. Eshbaugh of the Swift general superintendent's office, Chicago.
3. Edwin Ostrowski, advertising manager of A.Y.O. Packing Co., New Britain, Conn., with John F. Buckley of the American Meat Institute, Boston.
4. Harry Batt, president, Philadelphia Boneless Beef Co., Philadelphia, with S. H. Marcus, vice president, Excel Packing Co., Inc., Wichita, Kan.
5. A. R. Egan of Egan Anderson Co., Omaha order buyers, and Joseph Sokolik, secretary, Royal Packing Co., St. Louis.
6. R. S. Bickler, president, Weaver's Famous Lebanon Bologna, Inc., Lebanon, Pa., with J. Chernitz, engineer of the same company.
7. Ben Halop, assistant treasurer, Trunz, Inc., Brooklyn, and I. Fleekop, Fleekop's Wholesale Meats, Philadelphia.
8. Carl H. Lavin, production, The Sugardale Provision Co., Canton, O. and Leo B. Lavin, president of the Sugardale company.
9. Arthur Genshaft, vice president, Superior Provision Co., Massillon, Ohio, and Virgil Shonk, sausage superintendent for the firm.
10. Walter L. O'Neill, purchasing department, Campbell Soup Co., Camden, and Vernon A. Glidden, Campbell Soup Co., Chicago.
11. A. Shapiro, president, Granite State Packing Co., Manchester, N. H., with William Obie who is Canadian representative

for the same packing company at Montreal.

12. W. J. McMahon, Zenith division, Safeway Stores, Inc., Oakland Cal., and A. J. Danahy, vice president, Danahy Packing Co., Buffalo.
13. James K. Stark, general manager, and Sam W. Raphael, general superintendent, both of Cudahy Bros. Co., Cudahy, Wis.
14. F. V. Foster, American Stores Co., Philadelphia, and A. B. Collier, vice president in charge of sales, John Morrell & Co., Ottumwa, Ia.

15. G. Wilbur Gible, secretary-treasurer, and Stephen B. Caporal, beef purchasing division manager, Palmyra Bologna Co., Palmyra, Pa.

16. T. C. Byerly in charge of the animal husbandry division, USDA, and John H. Zeller in charge of swine investigations, USDA; both were speakers at the convention.

17. Mrs. Kleemeier and G. Kleemeier, a 50-year veteran of the H. H. Meyer Packing Co., Cincinnati, O.

18. S. A. McMurray, Merrill Lynch, Pierce, Fenner & Beane, Chicago, with Charles E. Lund, U. S. Department of Agriculture.

19. Bill Berliner, owner, Berliner and Marx, New York, with F. W. Hoffman, president, The Cudahy Packing Co., Chicago.

20. Sam Gruber, owner, Eastern Abattoir, Montreal, Can., and S. Brookman, owner, Nuway Food Products, Montreal.

21. Mrs. & Mr. Maurice Salganik, secretary and general manager, Consolidated Beef & Provision Co., Baltimore.

22. Ernest Zeller, owner, Zellers Home Made Sausage Co., Rochester, N. Y., with E. H. Meeh, Langfield Co., Rochester.

BERGH: Mr. Willis, we appreciate the most interesting address you have given here this morning and are deeply indebted to you for your kindness in participating in our program. We also appreciate the fine job that the Grocery Manufacturers of America is doing in interpreting the food industry to the American public. That fine work bene-

fits every branch of the food industry.

The reference which Mr. Willis made to the lifeline of America seems to me to be very timely and effective and what he said on the interpretation of the food industry to the public reminds me of the advertisement which appears this morning in the New York papers and throughout the country as part of our nationwide program. In this ad we explain how meat serves everybody, how it helps the soil, how it helps medicine and how it helps the nation. We tell down here at the bottom about the "meat team—from farm to plant to store." We say: "It takes the teamwork of farmers, meat packers and retailers—and the people who serve them in transportation, marketing and distribution—to make sure your meat will be where you want it when you want it. This 'team' moves meat from farm to table at a lower service cost than almost any other food."

The second of our speakers on the business outlook is P. V. Moulder, executive vice president of the International Harvester Co.

He is well qualified to discuss the farm implement business. It is a pleasure to present Mr. Moulder.

(Turn to page 148 for Moulder.)



### DOWN FROM BEAN TOWN

All Bostonians, but from different organizations are Arthur Lang, owner, Central Beef Co.; Arian Lampert, Lampert Beef Co., and Robert McAllister, sales, Boston Tram Rail Co.



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P. V. MOULDER

# U. S. Agriculture Keeps Abreast of New Developments

**PETER V. MOULDER:** We are accustomed to thinking of our industry—quite naturally—in terms of steel and automobiles and electrical equipment, the shoe industry, the textile industry, the great meat packing industry, etc. Yet, if we define industry as those persons and organizations engaged in production, the biggest industry in our country is farming and it probably will remain so throughout the visible future.

All of us have an interest in the land and in farming since we depend on the farms for our food, much of our clothing and many other necessities. Many of us in this room today have an even closer interest in farming because our daily occupations are related to it. For that reason, I would like to talk a little while today about the present status and the future prospects of American farming. I want to approach that subject not from the standpoint of possible political actions affecting agriculture, nor from the standpoint of farm prices or farm income, but from the standpoint of production.

We are accustomed to hearing or reading about the miracles of increased production which have been accomplished in American factories. I, having spent a lifetime in the manufacturing industry, would be the last to deny manufacturers the praise due them. But I believe few Americans have any clear understanding of the fact that productive progress on the farms of America has matched the progress of industry. I believe also that the outlook for continuing progress in farming is just as bright as the outlook for continued progress in industry.

Because farming is so diversified, the general picture of agriculture in the United States is difficult to grasp, even for those of us who spend our working lives in farming or in activities closely related to farming. With no pretense of giving a complete picture, I would like to touch on some of the things I see happening now which will have an effect upon future farming in America.

I think there are five areas where progress is notable and where progress may be expected to continue. These areas of farming are: 1) improved strains of plants and livestock, 2) improved use of fertilizers, 3) soil conservation, 4) control of weed and insect pests and 5) mechanization.

Certainly one of the places where research and imagination have been most effective in increasing production on our farms is in the field of plant and animal breeding. I suppose nearly everyone has heard something about the wonders of hybrid corn. In my own home state of Illinois, before the coming of hybrid corn the highest average yield per acre of corn was 43 bu. per acre in 1932. That was the top year and the records went back 66 years.

## Hybrid Increased Yields

Five years later, with only one-fourth of the Illinois crop in hybrids, the yield had risen to 48 bu. By 1942, when more than 90 per cent of Illinois corn was of hybrid strains, the average per acre had gone up to 54 bu. Only once in all the years of hybrid corn has the average yield in Illinois dropped as low as the record high yield of the old type of corn. Looking at the nation as a whole, hybrid seed corn produces about 750,000,000 bu. more than was produced on the same acreage with earlier types.

Improved wheat strains have reduced the losses from stem rust, leaf rust and Hessian fly. In clover, in soybeans, in barley, rye, onions, sugar beets and alfalfa, new seed strains have been developed which are more productive, more resistant to disease. A particularly good example of what our plant breeders have accomplished is seen in oats. In 1945 a serious blight hit the oats crop. Only three crop years later a strain of oats had been developed that was resistant to the blight.

Progress toward better seed is being made not only through biological developments, but also through purely physical changes intended to make the

seed easier to handle in planting and to eliminate wasteful labor in thinning certain kinds of crops. Examples of this are the development of segmented or corrugated sugar beet seed, separated and delinted cotton seed and the interesting work that is now being done in pelletized vegetable seeds.

Considering the work of the plant breeders, one of the measurements of effectiveness is this statistic: crop production *per acre* in the United States has increased more than 25 per cent since 1920.

## Progress in Animal Breeding

Meanwhile the animal breeders have been active and we have witnessed the constant upgrading of our dairy herds and beef herds, the development of new varieties of poultry and hogs and many other important forward steps. All these are continuing processes. The research is still going on. New improvements are being made this year. Others will certainly follow in an endless stream in the years ahead.

There is another vital field of activity which I am sure we can all agree promises great gains for the years ahead—the field of soil conservation.

The head of the Soil Conservation Service has estimated that where soil conservation farming is practiced, it has resulted in an average increased yield per acre of at least 20 per cent. And at the present time there are more than 115,000,000 acres completely covered by soil conservation programs.

The development of soil conservation in this country has been a wonderful and a heartening thing. It has been carried on not by governmental force, but by conviction on the part of the farmers. It is administered in the voluntarily organized local soil conservation districts. There has been no attempt to say, "The average farm ought to do so-and-so." Instead, each farm has been individually studied and a program plotted to fit its needs.

Soil conservation is both qualitative

and quantitative. It is now recognized that it is not enough merely to keep the soil in place to prevent the topsoil from blowing or washing away. While much research remains to be done, men are now studying the relationship between the chemical composition of the soil and human nutrition, and are giving attention to replacing in the soil the chemical elements that are needed.

In the modern concept of soil conservation the goal is the proper use and care of the land so that it will be most productive and at the same time will be protected. Any technique which lends itself to that goal is a useful technique. Among the important methods now in use are terracing, contouring, crop rotations, drainage, irrigation and the employment of organic matter, grass, legumes, trees and shrubs.

### Soil Conservation

The most encouraging phase of the whole program is that it pays off, not just in social benefits 100 years from now, but in cash to the present day farmer in a very short period of time. The University of Illinois, for example, reports that contour plowing today pays off at the rate of about \$6 to \$7 an acre in corn and soybeans.

The late Karl B. Mickey of our company's staff, who made and published several widely known studies of soil conservation, cited many examples of immediate financial return to the owner. For example, in 1940 a new owner took over a 177-acre farm four miles east of La Crosse, Wis. Most of the cultivated land had lost from one-fourth to three-fourths of its original topsoil and was gullied. The place could carry only ten head of cows and the former owner had had to buy roughage. Five years later, under soil conservation, the new owner had on the farm three horses, 20 Guernsey cows, eight young stock, one sow and her pigs, 20 sheep and 100 chickens. He was feeding all his livestock from the produce of the farm and occasionally selling hay on the market.

This and many other examples were cited by Mickey, not because they were unusual but because they were typical. Chester Davis, president of the Federal Reserve Bank of St. Louis, has reported that in all the analyses they have made of individual farms, no instance has been found where investments for soil conservation were not highly profitable.

With this double incentive of preservation of a basic national resource and increased private profit to the farmer, the soil conservation movement has

spread rapidly and its growth will certainly continue at a rapid rate.

Another area of farm practice where great things are being done and more can reasonably be expected is in the chemical control of weed and insect pests. Here we find the entomologists and the botanists and the chemists all working together, most of the time with a helping hand from the seed grower and the farm machinery manufacturer. In the fight against the corn borer, the seed growers have developed strains that offer resistance. It has been discovered that late planting dates offer the borer less chance of survival and fast mechanized planting makes the knowledge usable. The chemists have come up with DDT and Ryania and other insecticides. The scientists tell us to plow the stalks and stubble under after harvest. There is, in short, a complete task force working on the problem of the corn borer.

### Chemical Weed-Pest Control

Similarly, in the fight against the boll weevil in cotton, a study of the weevil has brought about early planting and the development of early maturing strains of cotton. Chemists have given the planters calcium arsenate as an insecticide and manufacturers of specialized farm equipment as well as regular farm equipment. Even the aircraft industry, has taken a hand in making the boll weevil as uncomfortable as possi-

ble. And as for weed control in cotton, we see more use of the flame cultivators.

In chemical weed control—a field where study began only about 1900—the recent progress has been remarkable and there are hints of new wonders to come. Most of the discussion is about 2,4-D, whose potentialities are exciting, to put it mildly. Actually, we have had only four crop years of experience with this new wonder and much is not yet known about it. Recently, for example, it has been applied not only to matured weeds, but also, experimentally in spraying the ground before the crop sprouts.

Another area of constant improvement in farm production is the development and accurate use of the fertilizers that are now available, both the natural fertilizers in the form of crops which restore natural elements to the soil, and the commercial fertilizers.

The Soil Conservation Service has reported on a farm in the tobacco section of North Carolina which produced 31 bu. of corn per acre on fields farmed continuously to corn, with no cover crop turned under. This same farm yielded 51 bu. per acre when handled in a two-year rotation of corn and cotton with crimson clover turned under each year; and 53 bu. of corn in a four-year rotation of corn, cotton, barley and lespedeza, crimson clover preceding corn.

At Guthrie, Okla., an experiment was



### FULL HOUSE AT INITIAL MISEA PARTY FOR PACKERS

The two views of the first packer-supplier party sponsored by the Meat Industry Supply and Equipment Association show only a part of 700 packers and suppliers who helped make the New York convention affair an outstanding success. The party featured refreshments, door prizes and a friendly and convivial atmosphere.



carried on in summer grazing of cattle on severely eroded and unfertilized land. It produced 41 lbs. of beef per acre. When phosphorous and nitrogen fertilizers were applied to re-grassed land, beef production more than doubled.

Here again, we can look for constant improvement in the future, both in the use of fertilizers and in the fertilizers themselves.

The final area of production progress is the one, naturally, which is closest to me—the area of mechanization of farming. The spread of mechanization since World War I has been constant and rapid. It has followed something of a pattern. New machines were designed first to meet the conditions of the larger farms. It always seems to be easier from an engineering standpoint to make something big than to make something small that will do the same job.

History points out, however, that our industry has made a continuing and successful effort to reduce the size of machines, to get them down to the point where their performance characteristics fit the needs of the smaller family farms and their prices fit the pocketbooks of the small farmer. This process has been especially rapid in the last 20 years.

### Era of Mechanization

It is less than 20 years ago for instance that we introduced the F-12 Farmall tractor which was the ancestor of the small tractors of today. It was followed shortly by the first of the very small combines introduced by our good competitors at Allis-Chalmers. Many other companies have made contributions, and the end is not yet in sight.

Immediately after the war, for example, we were able to introduce the smallest real farm tractor that has yet been produced, the Farmall Cub and its related implements, selling for a price which represented a new low in farm mechanization costs and yet built to the same standards of quality and performance as larger equipment. The Farmall Cub has greatly accelerated the spread of mechanization into the remaining agricultural sections which were depending on animal power, especially the extreme northeastern region and the small farm areas of the south Atlantic seaboard. The industry is meeting success in its drive to put the small farm on a basis of competitive equality with the larger farms of the Midwest and West.

This mechanization of the unmechanized areas is probably the most important development now going on, since it has always been true that farm income and production tend to go up in almost direct proportion to the amount of mechanical power available to the farmer.

The other gain in mechanization has been in the introduction of totally new machines. There have been some really significant strides in the last few years. Our mechanical cotton picker is an



### TWO MEN FROM CANADA

Two gentlemen attending the convention from "north of the border" were C. Haley, salesman and J. H. Ross, both of McGruer, Fortier, Meyers, Ltd., Montreal, Canada.

example. In the cotton country, on the larger plantations, mechanization had previously met the needs of seed bed preparation, planting and cultivation. The harvest, however, remained a manual job. Now it is possible to harvest cotton economically with a mechanical picker. At its present stage of development the cotton picker is well adapted to the needs of larger farms in the most productive areas, but is not well suited to smaller farms and the low yield areas of the cotton country. We are carrying on continuing research into the adaptation of the machine to the needs of these areas.

Until recently the production of sugar beets, like the production of cotton, was only partially mechanized. Now the development of segmented or corrugated beet seed has enabled the farmers to get away from cluster planting and to eliminate the tedious and expensive hand labor of thinning the growing plants. Since the war our industry has produced several commercially successful beet harvesters and an old problem of the farmer and the industry has been solved.

### Many New Machines

Looking at the developments of recent years, I think we can say that the farm equipment industry has not lost its aggressiveness, its engineering skill and its desire to improve. In addition to the very small tractor, the cotton picker and the beet harvester, these years have brought that wonderful work saver—the pick-up hay baler, the self-propelled combine, the further development of sub-surface tillage implements for the arid regions and the new lines of precision planting and precision fertilizing equipment, to make the best use of the special seeds developed by the plant breeders.

We have, of course, our areas of failure. We have not yet succeeded in producing machines that will pick fruit or berries. We have not been able to mechanize the harvesting of vegetables, except for a few crops like beans and potatoes. Yet we continue to try and I believe we will go ahead. As new varieties of crops are developed, we expect to find ways to get them into the soil under the right conditions and get them harvested in the right way and at

the times which would be best for them.

All these things taken together seem to me to point toward a future in which the production of American agriculture will be greater than ever, more efficient and accomplished with a constant decrease in the physical toil required of the farmer.

Will the farmers take full advantage of these developments? Of course they will. The American farmer is a progressive businessman. He is well educated in the fields of knowledge his work requires. His educational level is rising all the time. He is by every instinct and tradition a free enterpriser, a man who believes in individual effort and individual reward. He will quickly adopt any new and helpful technique which has been proved in practice.

As a result of technological improvements and because of the intelligence and training of our farmers, we have in our country a situation which should be a source of pride and a constant reassurance to all of us. Here in America, for the first time in the history of the world, is a great nation which has no fear for its food supply. A failure in food production, while theoretically possible, is so extremely unlikely that we feel no concern. There may be and doubtless will be fluctuations in farm production, caused by weather or by economic conditions or by government interference and control. But under any circumstances that we can imagine, our food supply will be more than adequate for our people.

I know of no other great nation where that is true. It is an enduring foundation for our national security.

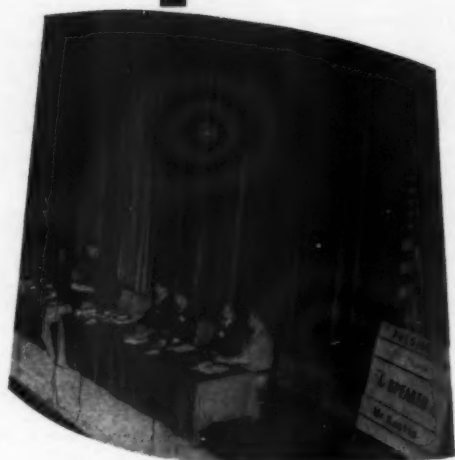
**CHAIRMAN WESLEY HARDEN-BERGH:** Mr. Moulder, that fine talk was right down our alley. Oscar G. Mayer refers to meat as being sublimated corn. Consequently, you may know that we appreciate the fine work your company is doing in bringing about, through mechanization, improved efficiency in corn production as well as the production of other crops.

The third speaker we asked to talk this morning is a representative of the great steel industry. The president of the United States Steel Corporation, Benjamin F. Fairless, had planned to be here today and had gone to considerable effort to prepare the address which he intended to deliver. However, he was summoned to Washington yesterday with other steel and union leaders and he called me to express the regret which he sincerely feels at his inability to be here. He told me that he had looked forward to being with us, but there was nothing else for him to do but respond to the call from Washington. He very kindly offered to send in his stead a man whom Mr. Fairless described as a better speaker than he himself would be—David F. Austin, vice president in charge of sales of United States Steel.

Mr. Austin's talk has had to be deferred until this afternoon.

(The meeting adjourned at 11:35 a.m.)





## Session 4

TUESDAY

### AFTERNOON

"Steel and the Business Outlook"—David F. Austin, vice president, United States Steel Corp., page 151.

"New Developments in Packaging and Packaging Machinery"—Jack Manion, page 157.

"A Panel Discussion of a Number of Industry Sausage Problems"—page 160.  
Raymond C. Briggs  
Howard Firor  
Gottfried C. Mayer  
Ray A. Peters  
Carl A. Thommen

**T**HE Tuesday afternoon session began at 2:30 p.m., with Wells Hunt, president, John J. Felin & Co., presiding.

**CHAIRMAN WELLS HUNT:** We have for your considered attention this afternoon a program of unusual interest and variety. As Mr. Hardenbergh mentioned this morning, we shall have to depart from the regularly printed program due to the absence of Benjamin F. Fairless as a result of developments in Washington. We are very fortunate, however, that through the considerate cooperation of the officers of the United States Steel Corporation, they have sent to us David F. Austin, vice president in charge of sales, who will fill the important place on our program in the outlook section and will discuss with us the outlook for his great industry—the steel industry.

It gives me a great deal of pleasure to present to this convention David F. Austin.

**D**AVID F. AUSTIN: I talked to Mr. Fairless just a few moments ago and he asked that I convey to you his keen regret that he could not be here with you today. He is still in Washington, dealing with our labor problems.

The invitation to appear on your program renewed my interest in the American Meat Institute and in



D. F. AUSTIN



WELLS HUNT

the industry it serves. As a steel man I already had some knowledge of your activities, but as this was enlarged by further inquiry I found myself marveling at the scope and effectiveness of such activities. Your organization plays a vital role in our economy. I feel honored to have been asked to address you.

The industry which you represent is one of the largest in the nation, and consistently presses the steel industry for second place in value of products manufactured.

Your industry, undoubtedly one of the most progressive, was the first to introduce the continuous conveyor in manufacturing and originated the so-called production line. You pioneered in developing by-products. You save, as the saying goes, all parts of the butchered animal except the "squeal." Some of your by-products are transformed into indispensable medicines, including insulin for diabetes and liver products for pernicious anemia. The most recent of these animal-derived specifics, now being developed in one of your laboratories, promises to bring relief to those who suffer from arthritis.

You lead in scientific research. Through your studies of nutrition, you are making new contributions to the knowledge of food in relation to health.

You have given the housewife valuable information on diet. One of the happy results for us men

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is that we are now urged to get our vitamin needs from foods rather than from pills. Another welcome outcome is that we are encouraged to eat proteins. The proteins contained in meat, our wives tell us, provide the ten "amino acids" essential to health. That is Greek to me, being only a mere man. I am on more familiar ground, however, when I am told that the American soldier's meat ration—larger than that of any other soldier—contributed materially to winning the war. That is both understandable and plausible.

Your wartime record was outstanding. In addition to providing sufficient, though curtailed, supplies of meat to the civilian population, you made heavy shipments to the armed forces and to our Allies. Much of the meat shipped to our service men was canned. I am informed that the number of meat items canned exclusively for the services increased from about a dozen to more than 40. I am also advised that, though canned meat is one of your minor products, its production has tripled as compared with the period before the war. Canning, of course, requires tin cans, for which the steel industry provides the tin plate.

### Customer of Steel Industry

Another development of interest to our industry is the use of stainless steel in your meat packing operations. You were among the first to recognize and take advantage of the superior qualities of stainless steel for the processing of perishable foods, and the number of uses you have found for this metal is increasing. I might add that the production of stainless steel is steadily expanding. In 1948 our industry's output of this metal was two and one-half times as great as in 1940.

My interest in your industry is not limited to specific sales prospects, important as they are. I realize that what you call America's "meat team"—consisting of your industry, the 5,000,000 growers of livestock and the 1,000,000 meat men in retail stores—is an important segment of our population. Someone has truly said, "the prosperity of farm and factory fall and rise together." You are fully aware that the demand for the farm products which you process rises and falls with factory employment. We, in the steel industry, are equally conscious of this truth because of the many ways, direct and indirect, in which our production is affected by agriculture.

Just as steel is the basic material of industry, it is likewise becoming the indispensable material of the farm, for the farm has become essentially a food and fiber factory. The farm's premises are enclosed and subdivided by steel fencing; the farm's buildings contain increasing quantities of steel. The tractor and rural electrification have steadily expanded the use of machinery built of steel.

The products of the farm are hauled to market in steel trucks and in steel railroad cars. Processing plants use equipment made of both carbon steel

## Snapped by the NP Photographer Here and There

1. R. T. Townsend, president; K. E. Blair, sales manager, and A. F. Townsend, vice president, all of Townsend Engineering Co., Des Moines, Ia.
2. Charles D. Lowry, jr., expert on fats and oils and their antioxidants for the Universal Oil Products Co., Chicago.
3. Hamilton Moran, Waxide Paper Co., St. Louis; C. D. Mullinix of Mullinix Packages, and Joel Quinto of Zimmer Paper Products Co., Indianapolis, Ind.
4. J. E. Slaughter, jr., vice president; L. D. Roy, jr., general sales manager, and J. K. Kennedy, sales, Votator division, Girdler Corporation, Louisville.
5. J. A. Julian, president, Julian Engineering Co., Chicago, and J. V. Jamison, jr., chairman of the board of Jamison Cold Storage Door Co., Hagerstown, Md.
6. Edward Wax, president, and Fred Colman, sales, Edward Wax Casing Co., Chicago.
7. C. W. Flood, jr., manager, Sterilamp-Tenderay division, Westinghouse Electric Corporation, Bloomfield, N. J.
8. Harold A. Scherer, Dr. A. O. Lundell, and Norman Allbright of The Allbright-Nell Co., Chicago.
9. Walter von Pechmann, technical director of Gelatins, Inc., Henderson, Nev.
10. H. K. Hirsch, sales manager, and R. H.

Marks, vice president, Enterprise Incorporated, Dallas.

11. Seymour Oppenheimer, president of Transparent Package Co., Chicago, and Edward H. Oppenheimer, president, Oppenheimer Casing Co., Chicago.
12. Stanley Gershel of H. J. Mayer & Sons Co., Chicago, with Chris Gershel and Mrs. Gershel.
13. Mr. and Mrs. L. N. Newman of Josam Manufacturing Co., Cleveland.
14. A. Levinson, president, Flavor Service Corp., Chicago.
15. H. Smith Wallace, advertising sales, *The National Provisioner*, with E. Schoenthaler, assistant to president, Central Waxed Paper Co.
16. Samuel Barliant, president, and Mrs. Barliant of Barliant & Co., Chicago.
17. C. E. Dippel, president of C. E. Dippel & Co., Inc., New York; George L. Cross, Tobin Packing Co., Albany, and A. Faltn, office manager for Dippel.
18. Henry Rottersman, president; M. N. Rottersman, vice president, and F. Rottersman, secretary, Advance Oven Co., St. Louis.
19. F. N. Davis, advertising sales, *The National Provisioner*, with his old friend H. W. Tohtz, president, R. W. Tohtz & Co., St. Louis.

and stainless steel. Canning plants pack their products in tin cans, made of tin plate.

United States Steel has long recognized the importance of a prosperous food industry. In the predominantly agricultural South, our subsidiary, the Tennessee Coal, Iron and Railroad Co., has operated a farm products division for more than 20 years. In a territory where for many years cotton was king, this division has aided in bringing about a diversified agriculture, to the benefit of southern farmers and the industries which serve them.

Our experience in the South is a convincing illustration of the interdependence of agriculture and industry; but whether farm prosperity creates industrial prosperity or vice versa will probably remain an unanswered question like the ancient one as to whether the egg or the hen came first.

From what I have learned of your industry, I understand that you, as sellers of farm products, are particularly conscious of your dependence on general industrial prosperity, since retail sales of meat consistently equal about 6 per cent of the national disposable income. In other words, when national income rises, meat consumption rises; hence your interest in the present prospects for factory employment.

I wish that I could make a prophecy upon which you could rely, but forecasting industrial activity is risky in these troubled times. The difficulties that beset us both at home and abroad are reflected in a new definition of an optimist: "It is a man who has not

read a newspaper for three months." While I am not, and never have been, a pessimist, I do recognize that we live in a world which has not yet recovered from the effects of war. No appraisal of our present troubles should or can be made without reviewing their war-born causes.

### Both Helped in War

Your industry was conspicuous for its contribution to the war effort. The steel industry also distinguished itself during the war period. In 1939, a year practically unaffected by the European conflict, American production of steel totaled nearly 53,000,000 tons. In 1944, the last full year of war, steel output reached 89,500,000 tons, an increase of 70 per cent over 1939. American steel production during the war surpassed the combined output of all other countries of the world.

America's extraordinary war production of materials and munitions had to be paid for in wages and salaries and expenditures for new facilities. Part of the money needed was raised by taxation and from the sale of war bonds to the public; a large part, however, was obtained through deficit financing. This method, as you are aware, consists of the sale of government bonds to the commercial banks. By this means government debt was converted into credit and currency, inflating our money supply to about three times its prewar volume.

Monetary inflation during the war was accompanied by restrictions on the production and sale of civilian goods. As a consequence, large dollar savings

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and huge delayed demands for goods accumulated.

Yet hostilities had hardly ceased when some government economists predicted an immediate depression and heavy unemployment. The United Steelworkers of America (CIO) demanded a marked increase in wage rates, stating that the demand was not subject to "dickering or compromise." United States Steel replied that no wage increase was possible until the OPA permitted increases in the ceiling prices for steel products, since steel prices had been frozen by the government during the war substantially at prewar levels. Labor and other costs, moreover, had advanced materially since 1940.

A steel strike was called in January 1946 and lasted for four weeks. A settlement of the strike through the granting of a wage increase was made possible when the government authorized an increase of \$5 a ton in the ceiling prices for steel.

You will recall that this wage advance was one of many granted by various industries and companies throughout the country in 1946, all of which constituted the first postwar round of wage increases.

### Wage Advance in 1948

The second round occurred in 1947. In 1948, when the third round of wage advances was proposed, United States Steel refused, on the grounds that it would lead to similar wage increases in other industries and to higher prices generally, benefiting no one. Instead, U. S. Steel announced a general reduction in steel prices, believing that such action would open the way to lower living costs and more stable economic conditions. Subsequently, when other industries increased wages and prices continued to rise, U. S. Steel voluntarily resumed negotiations with the union and granted a wage advance in July 1948.

This year of 1949 brought the fourth round of demands from the union. These included demands for non-contributory pension and insurance benefits, as well as for a substantial increase.

One of the arguments advanced by the union to support its case for a fourth round was that steel company profits are large enough to justify both higher wages and lower prices.

### Steel Profits Are Down

The trend of steel profits, however, had turned downward. The reason for the decline is not hard to find. The steel business is very sensitive to volume, which in turn is governed by general business conditions. In the 12 months that ended with April 1949 our industry produced the unprecedented total of 92,000,000 tons of steel, while in the first four months of this year output reached the annual rate of almost 96,000,000 tons. A recession in steel operations in the second quarter due to a marked slackening in the demand for



### TWO LARD SPECIALISTS

Dr. F. C. Vibrans, American Meat Institute Foundation, and H. S. Mitchell, director of laboratories, Swift & Company, discuss shelf and carryover life of lard before AMI lard exhibit.

steel brought a sharp drop in the industry's profits. For 19 companies with 87 per cent of the country's steel capacity, the combined net profits for the second quarter were 25 per cent lower than in the first quarter of 1949. For five of these companies the decline was more than 50 per cent. Today the steel industry is operating at around 86 per cent of capacity, as compared with a rate in excess of 100 per cent during the first quarter of this year.

Even before this fall in production, steel profits had lagged behind the average for all manufacturing industries. In 1948, manufacturing industries as a whole reported profits equivalent to a return of 7.5 per cent on sales. Steel company earnings, however, averaged 6.7 per cent on sales last year.

### Can't Compare Profits

Steel company profits in 1948 or 1949 cannot properly be compared with dollar profits in earlier years because the profits for 1948 or 1949 are in dollars of shrunken value. A 1949 dollar has not the purchasing value of the dollar of 1939 or 1940. Then too, steel company profits in recent years have in many instances been consistently overstated, because allowable depreciation, based on original cost, has fallen far short of the actual current cost of replacing worn-out equipment.

Past profits, it should be noted, are not in the form of a pool of cash from which further wage advances and employee benefits can be paid. In U. S. Steel, postwar expenditures on plants and equipment have exceeded the total charges for depreciation, plus any profits remaining after the payment of dividends. In order to make up the cash deficiency it was necessary, during the three and one-half years since 1945, for U. S. Steel to sell government bonds to the amount of \$118,000,000.

Studies made by U. S. Steel indicated that the increased cost of the union's demands, plus the increased cost to be expected from higher wages and hence

higher prices in the industries upon which we are dependent for goods and services to maintain our operations, would more than absorb all dividends and all undistributed profits after dividend payments.

Another assertion of the union was that a wage advance would raise consumer purchasing power.

This presupposes that higher wage rates would be accompanied by sustained employment. Let us examine that assumption. It is an inescapable fact that an increase in wage rates would increase production costs. Any increase in costs without an offsetting increase in production would mean either higher prices, which would reduce the purchasing power of consumers, or lower profits, which might seriously limit industry's ability to add new or improved facilities, as well as lessen the stockholders' chances of receiving a fair return on their investments.

A further contention of the union was that wages should be advanced because of increased worker productivity.

This argument by the union assumed that any decrease in the number of man-hours required to produce a unit of product was due to improved labor efficiency. Yet the United States Bureau of Labor Statistics has stated that the upward trend of output per man-hour is due mainly to technical improvements in industry. With that we agree. Studies by U. S. Steel indicate that the average employee performance rate in 1948 was about 6 per cent lower than in 1941, a year of comparable business volume. However, in 1948 the benefits of improved tools and managerial skill were sufficient to offset poorer employee performance and to produce a net gain in productivity of around 4 per cent.

Increased productivity is, of course, the only source of advances in real wages. Even the British Socialists have found that out. In an address before the British Trades Union Congress Prime Minister Attlee said: "Demands for an increase in money payments of any kind, when there is no increase in production to meet them, lead straight to inflation with all its consequences."

### Wage Raise Means Inflation

This country has had several years of experience with three successive rounds of inflationary wage increases, and it has not been a pleasant experience. Higher wages inevitably result in higher prices. A wage increase in a basic industry almost immediately becomes established in every other industry. Wage increases, according to our records, have soon been matched by an equal dollar increase in the cost of our purchased materials and services. Steelmaking equipment, in many cases, has more than doubled in price as compared with before the war.

We, in the steel industry, have resisted inflation. We have advanced steel prices to offset increased costs of operation and not on the basis of what the traffic would bear. The full extent of steel price advances over prices pre-



vailing in 1939 was only two-thirds as much as the average increase in prices for all commodities during this period. Fringe sales of steel were made in the gray market by speculators at fantastic figures. But steel producers had no more control over those prices quoted by others than your industry had over the black market prices for meat.

America's high standard of living and its great industrial power owe their existence to progressive increases in productivity, largely brought about by improved machinery and methods—not to progressive depreciation of the dollar.

According to the Twentieth Century Fund, it would require three times as many people to turn out America's present-day production if productivity were no greater than 100 years ago. As I have said, the tremendous gains in output per man-hour in the past century have been made possible by better methods and better equipment, paid for by capital investment.

Capital investment, the sparkplug of our progress, requires incentive. Unless that incentive is supplied by attractive returns to investors, industrial stagnation is inevitable.

Every businessman is aware of this truth. All of us recognize in the plants, research laboratories and unceasing promotional activities of American industry the dynamic forces which have expanded our economy and raised our living standards. All of us have seen how these dynamic forces, fostered and paid for by risk capital, have given America the industrial strength to meet any challenge.

I have already referred to the decisive role played in the war by the overshadowing size of America's steel capacity.

Let me also cite a specific example of the technical preeminence of the steel industry and how it proved invaluable in the war emergency. America's principal sources of tin, you will recall, fell into enemy hands. Offsetting this loss a continuous electrolytic process of making tin plate, perfected by our industry, made it possible to conserve enough tin so that the can requirements of both the civilian population and the

Armed Forces were supplied. To be sure, housewives were rationed in their purchases of canned goods, but without the benefit of this new process they would have been entirely cut off from food packed in tin cans.

The steel industry continues to be keenly aware of the need for capital investment because its business comes in large measure from fabricators of durable goods. Unlike your product, most of which is consumed promptly after you process it, our product goes into goods that will endure for varying lengths of time—from perhaps a few months for the average tin can packed with food, to many years in the case of an office structure, a ship or a pipe line.

### Backlog Was Built Up

Because of the interruption of peacetime pursuits during the war, a large backlog of demands for durable goods accumulated. It was these pent-up requirements, coming all at one time, which supported the high rate of steel production for a number of months after V-J Day.

The concentration of so much of this business in a relatively short period of time suggests that there may now be a lag in demand until replacement requirements appear.

Production of consumer durable goods, with the exception of automobiles, appears to have passed its post-war production peak. On the other hand, the future course of those durable products classed as capital goods depends to a large extent on the inducements offered to investors.

Many industries serving the farmer,

U. S. Steel included, recognize the importance of agricultural prosperity. You in the meat packing industry are especially sensitive to industrial prosperity. Yet both farm prosperity and general industrial prosperity are dependent on a flourishing capital goods industry.

There are businessmen who seem to despair over the apparent lack of popular understanding of the vital role played by capital investment. However, I see indications that the American people, the rank and file of labor included, are gradually learning the economics of American business. They may be learning the hard way, but I believe they are nevertheless learning.

As a former baseball player, I know that a game is never over until the last man is out. I am sure that it is not too late to seek public approval of a good cause, and I am confident that, in the end, facts and sound reasoning, rather than pressure group theories, will prevail.

Perhaps you will regard me as a naive optimist in making such a statement when the whole steel industry is threatened with a strike at the end of this week. But the position of the United Steelworkers of America—(CIO) in this dispute is so untenable and so unreasonable that I cannot believe public opinion will long permit the steel mills of the nation to be idle on such a thin issue.

### Union's Position Untenable

For more than ten years it has been the law of the land that labor contracts shall be negotiated through collective bargaining when a union has been chosen by a majority of the employees as the collective bargaining agent. This is by virtue of a statute which initially was enacted by Congress at the insistence of labor. Yet today the various members of the steel industry are confronted by a flat refusal on the part of this union to comply with their requests for a resumption of collective bargaining. There is nothing in the law to justify such a refusal, but nevertheless this union lays down the ultimatum that there will be no further collective bargaining and that a steel strike can be expected at midnight next Saturday un-

### CANCO PARTY GROUPS

RIGHT: A view of a cocktail party given by American Can Co., New York. LEFT: A group of Canco hosts with a packer guest: D. W. Figgis, chairman of the board, and G. H. Kellogg, vice president, central division, both of American Can; J. W. Rath, chairman of the board, Rath Packing Co., Waterloo; C. H. Black, president, and H. A. Pinney, assistant to the president, both of American Can Co.



less the steel industry now accepts unqualifiedly the recent recommendations of the Presidential Steel Board.

To show you how high-handed and dictatorial is the position so taken by this union, I should like to remind you that President Truman gave express assurance to the members of the steel industry last July before he appointed the Presidential Steel Board that the recommendations of the Board would not be binding upon either party. It was upon that distinct understanding that United States Steel and the other steel companies agreed to appear before the Board.

That assurance by the President of the United States is now ruthlessly brushed aside by Philip Murray and his union. The recommendations of the Board are now treated by the union as if they amounted to the determinations of an authorized arbitration tribunal, having the power to make final and binding decisions. It should be easy for you to understand why the members of the steel industry are vigorously saying "No" to Mr. Murray's ultimatum that an acceptance by the steel companies of the recommendations of the Board is a condition precedent to any further collective bargaining negotiations with the union, with a club held over our heads of a steel strike within a few days. Public opinion should support us in our attitude, recognizing that we have offered now to resume collective bargaining with the union on all issues raised by the report of the Board in an attempt to reach a mutually satisfactory solution of all of the issues in dispute.

The recommendations of the Board include programs for social insurance and pensions, the cost thereof amounting to 10c an hour or \$200,000,000 a year for the steel industry, to be entirely paid by the employer. The adoption in the steel industry of such a program of non-contributory social security would undoubtedly set a pattern for all industry and, therefore, is a matter not to be lightly considered. The Federal Social Security Act and many state laws call for joint contributions by employers and employees, reflecting the principle that an employee should share in the responsibility of providing for his future security. Most of the larger industrial companies now have in existence a contributory welfare plan of some kind.

U. S. Steel has stated its willingness to enter into negotiations with the union on these issues, but it declines to accept the recommendations of the Board in advance as a condition precedent to such negotiations, as the union now arrogantly demands.

In striving to increase production, industry is continually pressing for expansion of its markets. Bigger markets call for enlarged mass buying power, which in turn comes from increased productivity.

Gains in productivity, in a healthy economy, must be shared. Part must go to investors to stimulate further investment and thereby bring about the in-



AMI DIRECTORS HAVE LUNCH IN FLAMINGO ROOM

dustrial expansion which everyone desires. Part should go to the public in better values and part to employees in wage increases. Consistent diversion of the lion's share of these gains to any one of these groups can only lead to serious trouble.

As one who has always believed in team play, I am convinced that a proper distribution among all three groups can and will eventually be attained. No sane and enlightened person should oppose his own material progress and capital goods expenditures, made possible by investment, are the best barometers of that progress. Capital goods represent increases in the productive power of industry. They are the key to an expanding economy. It was expenditures for capital goods which lifted America from ages-old drudgery to the industrial strength and to the high living standards that make it the envy of the world.

What has been done in the past we can continue to do in the future. We can and we shall build a greater and better United States of America.

**CHAIRMAN WELLS HUNT:** Mr. Austin, I want to express the appreciation of this convention for your appearance on this program. We realize the circumstances surrounding the situation that have made it rather inconvenient for the top officials of your organization to participate.

Our program now turns to a different subject, one in which this industry is very much interested. We are fortunate in having as our next speaker a man who is all wrapped up in this subject. He really needs no introduction to an audience of this kind because of his broad contacts with this industry.

Jack Manion of Milprint, Inc., started his business career in the industry with Cudahy Bros. Co., Cudahy, Wis., where he received a thorough grounding in all phases of the meat packing business. He later was associated with Wilson & Co., specializing in sausage sales. Mr. Manion currently is directing the meat packaging and merchandising program of Milprint, Inc. He is speaking to us today on "New Developments in Packaging and Packaging Machinery."



HOSPITALITY-WISE CUSTOM FOOD MEN POSE FOR PHOTO

Personnel of Custom Food Products, Inc., who, though from Chicago, dispensed plenty of warm Southern hospitality are, front row: J. P. Swift, M. J. Phee, W. E. Kicker, president, and F. J. Potts. Back row: Joe Altenau, P. C. Phillips, and J. E. Brown.



JACK MANION

# Reviews Material and Machines for Prepackaging Job

**JACK MANION:** What is it? How much is it? Whose is it?

These are thoughts going through a shopper's mind as she looks into a meat case. An additional thought might be: How do I prepare it?

With today's accelerated shopping methods, meat has to be properly packaged—the meat package has to sell itself. The first question is answered by visibility plus printed identification. The price is obvious—space for it is provided on the wrapper so as to accentuate the design. The brand stands out with as little descriptive copy as possible. The last question is answered by you rather than by a butcher who is no home economist—the item carries your recipes—your methods of preparing.

This afternoon's presentation is not intended as a panacea for meat packaging problems. I am going to discuss packages and packaging methods that have come to my attention so as to make you alert as to what is being done and what can be done. I am going to urge you to stay abreast and ahead of other food industries by incorporating a packaging section into your research program. I want to suggest that you use this sketch as a symbol of how every one of your items should look before they leave your shipping dock so as to do justice to the current meat educational program and your own advertising expenditures.

## Wide Range of Films

One of the biggest items that makes consumer-sized meat prepackaging successful today is the variety of transparent films on the market. In addition to many kinds of Cellophane, there are Pliofilm, Acetate, Saran, Polyethylene—over 100 different types and variations of transparent wrapping material—each with its own characteristics, greater or lesser moisture or gas transmission, heat-sealability, etc.

These are only a few of the hundreds of sausage packages on today's market. I have portrayed them here so that you will have firmly fixed in your mind what

prepackaging is. This is prepackaging just the same as packaging sliced luncheon meats, butts and picnics is. These sausage bags have proved that prepackaging pays off. Less than ten years ago most pork sausage was sold in bulk. It wasn't a volume item because butchers made their own—nor would you think of selling it during the summer months. This double-walled Cellophane bag and similar methods of prepackaging have turned pork sausage into a year round seller.

In more recent years, the 1-lb. frankfurter package has been adopted. More frankfurters are being sold because the handy sized package initiates impulse buying. When beginning an operation of this type, it is hard to reconcile the additional labor—but certainly the cracker people had similar problems when they took crackers out of the barrel, or the pickle people had their worries when they began glass-packing—and now, even this, one pickle in brine for 5c!

## Hand Work for Snuggness

To date, machines cannot effect the snug wraps so essential to an eye-appealing package of frankfurters. Consequently, the majority of the packaged frankfurt volume is wrapped by hand. Hand wrapping is slow—about three or four per minute; however, some processors are willing to sacrifice speed for a tight “five-sided visibility” package with a card on the bottom for rigidity. Others, still feeling their way, have purchased semi-automatic machines and are wrapping with “U” cards or trays at a speed of about 20 packages per minute. There is a saving on the cost of the supplies since these machines use roll Cellophane which is cheaper than buying Cellophane in sheets. A few operators have fully automatic machines operating at speeds up to 90 per minute—they have to use a “U” card or tray and are sacrificing some visibility for the lower labor cost of machine wrapping.

These pioneers in the field are learn-

ing by trial and error. They are bound to capitalize because they are getting their names to the consumer's table. When others follow suit the pioneer has already launched another phase of sales aggressiveness. One of these firms has advanced to the point that, in conjunction with a wrapping machine company, a machine is almost developed that will wrap the present “five-sided visibility” package, the package we have portrayed on the sketch, automatically at speeds of over 60 per minute.

Here are packages recognized only by close observation. They are vacuum packages of sliced bacon and luncheon meat—an answer to the rigors of the self-service case because the meat will stay fresh for long periods and it will not turn color as quickly when exposed to the light. The package is effected by inserting the product into a laminated Cellophane-Pliofilm pouch, drawing over 25-in. of vacuum on it and then sealing it. At present the system is costly because it is essentially a hand operation; however, a Midwest machinery manufacturer has developed a promising automatic method for laying the meat onto the web of packaging material, forming a pouch around it, drawing the vacuum and sealing the unit at a speed of about 40 per minute. Three or four firms have been experimenting with vacuum packaging—some by using other flexible materials including Saran.

## Film Shrunk on Product

Vacuum packaging has also appeared in another form—Cry-O-Vac. A bag is made from a type of transparent material, the product to be packed is stuffed into the bag, about a 12 in. vacuum is drawn and the bag is sealed. Due to the shrink characteristics of Cry-O-Vac, the excess film is then drawn tightly by putting the package through a hot water dip. This type of package lends itself ideally to the wrapping of odd shaped items and frozen meat products. This method is being used in over 100 meat and poultry plants.

Before the war, liver sausage was



merchandised primarily in hog bungs. A big portion of this liver sausage business has since gone into Pliofilm for the following reasons:

- (1) Lower casing costs.
- (2) Sanitation.
- (3) Smaller inventories.
- (4) Elimination of shrinkage.
- (5) Elimination of slime formation.

These Pliofilm casings were made opaque to simulate as nearly as possible the color of the bung. This was quite an innovation. Many sausage men said it couldn't be done, but the hundreds of successful users are making it an undeniable success.

More recently a 10-oz. package made of Saran has hit the market with a great impact. This material seems to be successful only in the small consumer sized package because of the slicing difficulty that seems to be inherent in Saran. Where the butcher is concerned with making a number of slices through the casing, the housewife merely cuts off one end and then squeezes the liver sausage out of the casing and slices it. Casings of Pliofilm and Saran are ideal media for prepackaging other cooked meats such as souse, head cheese and luncheon meat.

Small consumer units of bologna, salami and other sausage are being processed and merchandised in cellulose and fibrous casings such as these. The fibrous casing has no stretch characteristics and, consequently, will make a more uniform product. These items are the sausage maker's answer to bringing his name right into the household. Users feel such packaging is a far better means of controlling quality than by allowing the retailer to slice and package the product.

### Vacuum Bubble Packaging

A Chicago processor approaches the problem from a different angle—he cuts his sausage into consumer-sized lengths and stretch-wraps them on a new machine that has been developed for handling Pliofilm. The web of Pliofilm travels over a cavity where, by means of a vacuum, it is drawn into a bubble. The sausage is dropped into the bubble which is then twisted closed and heat-sealed. A label covers the twist. This machine, known as the Cloud machine, is available on a rental basis. Its speed is about 15 packages per minute. Here again, snug engagement plays an important part—it does not allow the cut surface of the luncheon meat to dehydrate, and, because there is little or no oxygen present, harmful light rays have minor effect.

Three years ago there were fewer than a half dozen packers with automatic wrapping machines—virtually all wrapping was done by hand. This chart indicates about 100 installations all over



### PREPACKAGING ILLUSTRATED

Jack Little, advertising manager, Milprint, Inc., Milwaukee, sketches a new type of sausage package for Jack Manion, assistant sales manager of Milprint during the latter's talk on packaging.

the country. Some of the machines are semi-automatic and others are fully automatic with speeds up to 100 packages per minute. Orders the wrapping machine people have on hand indicate that this list will be more than twice as large at this time next year. To give you an idea of the variety of machines and data on them, I will cite a few installations (see table below).

Of the newer machines in the field, here is a package that incorporates a wiener in a bun. It is wrapped on a Hudson-Sharp machine at 80 per minute. Here is a picnic that is wrapped in LSAT Cellophane on a Triangle machine at 12 per minute. The machine is semi-automatic and uses sheet Cellophane. A sheet is placed over the wrapping cavity in the table and the picnic is placed on it and in the cavity. The ends of the Cellophane are gathered at one end of the picnic and pinch-sealed.

An Eastern packer invented an ingenious twist-wrapping machine that is now being offered to other packers on a rental basis. The method, known as the Moldart method, saves labor as well as wrapping material. Roll printed Cellophane or Pliofilm is delivered on a wrapping table, cut into a sheet and then folded around the unit to be wrapped. The extending ends of the material are then grasped firmly with each hand and the unit is moved to a twisting machine that spins the product until the ends have formed pigtail closures. This machine is especially adaptable to the packaging of wieners, butts and irregularly shaped products.

Last year an Eastern chain developed an automatically wrapped sliced bacon package that has proved so successful

they are now installing their second wrapping machine for bacon. A similar package was initiated by a well-known Midwestern packer incorporating printed, die-cut board and plain Cellophane. Recognizing the needs of today's meat merchandising and shopping methods, at least a dozen packers are adopting packages incorporating bacon plattered on a board and machine-wrapped with LSAT Cellophane. Haysen, Knapp and Package Machinery have automatic machines in operation for the packaging of such a unit—Pack-Rite has a semi-automatic unit. These machines wrap from 30 to 60 packages per minute. Two additional bacon wrapping machines are in process of development—both incorporate Pliofilm and operate on the stretch-wrap principle. Because bacon is a volume item, perishable and competitive, it is outgrowing the hotel or open-faced pack as quickly as it outgrew the slab.

The question of wrapping sliced luncheon meat continually comes up. Problems of discoloration due to harmful light rays, dehydration, etc., have been only partially solved. In spite of this, a number of people around the country are in complete or partial programs. Each uses a different method of wrapping. Some mask the package on the exposed surface so as to protect it from harmful light rays—others feel that visibility is necessary to impulse selling and they depend upon their salesmen to keep the dealer's cases at the proper temperature and not overstocked.

An interesting machine has been noted in a number of plants—the Corley-Miller machine. Rolls of various widths are carried on the machine, thereby allowing a quick change-over in size or item. The machine's versatility lends itself well to a self-service sausage operation. Another interesting machine was noted on the West Coast—the Toby machine. Presently it is overwrapping frozen steaks but it can be made to wrap sliced luncheon meats or bacon just as easily. It utilizes a printed roll of Cellophane travelling over a work table. The sausage is placed on the web and then another web covers it. The sausage sections are heat-sealed and die-cut around their periphery.

### Contract Packagers Flourish

There are at least two contract luncheon meat packagers we know about who have started operations in the past two years. Each is known to be operating profitably and expanding. They take your product and slice and package it under their own label. If they can package and merchandise sliced luncheon meats profitably—if the larger markets and chains can do it—some on a packinghouse scale by wrapping in central warehouses—they don't want to because their labor is sales labor—then, it is logical that you, who are endeavoring to keep a brand established, give some thought to pilot units and test markets.

Fresh red meats present an entirely

### A FEW INSTALLATIONS OF PACKAGING MACHINERY

Location	Machine	Price	Speed /Min.	Item Wrapped
Illinois	Pack-Rite	\$1800.00	20	Bacon
Iowa	Haysen	4250.00	30	Bacon
Maryland	Pkg. Mch.	8000.00	60	Franks





### MODERN PACKAGES FOR MEAT

Shown at the left are some of the meat packages displayed by Jack Manion of Milprint during the course of his talk on new developments in packaging and packaging machinery. Among them are a vacuum pack for bacon, corned beef in a bag, dried beef in a window carton, liver sausage in a Saran casing and a number of other products.

different problem. Although much of the packer's tonnage is merchandised fresh, very little of it is purchased by the consumer under the packer's identifying label. In some cases, the product is wrapped in Cellophane with the identity of the merchant given—in most it is wrapped in unsightly butcher paper that does little to preserve the product. As part of your advertising program, why couldn't you purchase printed Cellophane in large quantity brackets and sell it to the butcher at cost so as to enable him to wrap his meats in attractive packages bearing your brand identity and possibly a slug carrying his name? The requirements of individual retailers would be comparatively small (a few thousand sheets of various sizes) and many who are now packaging would jump at the chance of purchasing their Cellophane requirements in the lower price bracket. The name of the item can be printed by the machine which is available in the exhibit hall. It is available at about \$150. One large chain and two or three smaller self-service stores have these printers and they print the name of the item as they need the cellophane.

### How About Frozen Meat?

Frozen meats are again becoming a factor in the consumer's buying habits. In addition to coated Cellophane being used there are quite a few packages appearing fabricated from Polyethylene. This film, although not too transparent, has good durability at low temperatures. Foil has also proved satisfactory. Here is a foil container that is showing promise for the consumer-sized packaging of variety meat items. It is a tray with the cover crimped into place, thereby effecting a moistureproof closure. Cellophane, Saran and certain Vinyl films are being used in frozen meat packaging as well as the familiar printed carton which is employed by the frozen fruit and vegetable industry.

Certain innovations appear to be successful in the frozen meat field. Here is a package wrapped in MSAT Cellophane on a Knapp machine at about 60 per minute. It is a molded steak from Utility grade beef. The idea is successful to the extent that two or three packers on the coast are merchandising it. The steak retails for about 11c and is packed 20 to the carton—an ideal unit for any frozen meat case.

Many other types of packages are appearing—all pointing to newer buying habits. The ordinary ring bologna is dressed up for modern merchandising in a printed bag; dried beef is again appearing in the familiar crimped Cellophane package, wrapped on a semi-automatic machine at about 10 per minute as well as in the newer window carton which creates greater buy-appeal because of vivid color printing. Here is a new one following the course of the pickle package—Polish sausage in brine with bay leaf and red pepper and sealed in a Pliofilm pouch. Also, sliced barbecued ham is packaged the same way. Incidentally, this package is a partial vacuum—about 10 in. This idea opens a tremendous field—Vienna sausage in brine, calf tongues, and other specialty items.

In summarizing may I suggest that you carefully study the potentials of all of the packages, wrapping machines and methods I have mentioned. Go shopping for groceries and meats with your wife and watch her habits. Notice how easy it is for her to spend the budget on such impulse items as juices, cereals, other competitive food items, all of which are prominently displayed and easy to drop into her basket. Then consider how your meat package can be made more "buyable" and how you can help it propel itself into her kitchen.

When you return to your respective plant, start a packaging program even though it incorporates only a study of what you are doing now. If you wish to

do more, start a packaging laboratory similar to the packaging programs now in existence at three of the country's more aggressive institutions. Such a laboratory may be your purchasing agent to collect all information from the respective suppliers and evaluate and disseminate it, or it can be large enough to include a staff to travel the country and consult with suppliers, other food packagers and retailers and then come up with the proper answer. Your packaging convertor or material supplier will be glad to furnish you with all of the tremendous data at his disposal—data that includes facts on the packaging problems of other food industries.

### Can Answer Your Problems

You should know whether your item should be printed in rotogravure, oil or some of the newly developed lusterful meat inks that are on the market—whether you should spend a thousand dollars on rotogravure printed cylinders or a couple of hundred dollars on metal or rubber plates. Become a pioneer yourself. Make your smoked butt as easy to pick up as a box of Wheaties. Make all of your products answer these questions: What is it? How much is it? Whose is it? and you will be getting your full share of the consumer's food dollar.

**CHAIRMAN WELLS HUNT:** I think that this manuscript when published will be titled a complete and comprehensive compendium of packaging information for the meat packing and sausage manufacturing industry.

Members of our discussion panel on sausage problems include well-known sausage manufacturers with outstanding reputations as makers of high-quality sausage products. They will explain how to make good sausage, and tell why high-quality sausage is popular with consumers and brings about profitable results.

**CHAIRMAN WELLS HUNT:** Now for a still different feature of our program this afternoon. We have five Quiz Kids here. I have been told on good authority that these gentlemen will be able to answer such questions as may emanate from the floor on any subject pertaining to sausage production, quality control, merchandising, distribution, packaging, and so on, and we would appreciate, of course, having Mr. Manion remain, if he so desires, in case our original Quiz Kids cannot answer some question.

First of all, I want to introduce this distinguished panel to you. We have here Raymond Briggs, president of Briggs & Co., Washington, D.C.; Howard Firor, vice president of Merkel, Inc., Jamaica, N.Y.; Gottfried C. Mayer, vice president, Oscar Mayer & Co., Madison, Wis.; Carl A. Thommen, manager, table-ready meat department, Swift & Company, and Ray A. Peters, president, Peters Sausage Co., Detroit.

It is certainly not necessary for me, if I could do it, to present any discussion on the significance and the importance of the sausage industry. It is an industry that has grown tremendously in its importance. From the rather incomplete statistics available (it is unfortunate that we do not have proper breakdowns on production of certain of these sausage) it has been determined that sausage consumption now averages about 17 lbs. per capita. That is a very significant item in the consumer's budget and in supplying meat food nutrients in palatable form and in great variety.

From that simple figure, it is very obvious that the sausage industry is one that merits the close attention of all members of the meat packing industry.

### Members Suggested Questions

When it was first announced that there would be a panel discussion of this type, various members suggested a list of questions they would like to have our Quiz Kids discuss. I think it might be appropriate to start off this phase of the program by calling attention to some of these questions and we can get the discussion started in that way.

For example, when you begin to think of the sausage industry, one of the first things that comes to mind is: What has been the most important factor contributing to the substantial growth of this industry in recent years, and, future, what do you feel is the answer to continued progress with respect to the production of a premium type of sausage, a standard type or a lower grade?

We have heard a lot about prepackaging. We have just had a very excellent discussion of it. What possible effect do you feel further developments in this field may have on the demand

# High Quality Key to Past-Future Gains for Sausage

**PANEL:** Raymond C. Briggs, Howard Firor, Gottfried C. Mayer, Ray A. Peters and Carl A. Thommen.

for sausage products, and should there be uniform weights in individual consumer-size packages?

These are important general questions that come to mind immediately. I think it might be well to start this thing out with this No. 1 question: What have been the most important factors, in your opinion, Carl Thommen, that have contributed to the growth of the sausage industry in recent years?

**CARL THOMMEN:** Our chairman says that we are a bunch of Quiz Kids. I am going to start out by being an ordinary kid and say that I do not know if per capita sausage consumption is 17 lbs. annually or whether it is 20. In our coaching for this program we talked about the consumption being something like 3,000,000,000 lbs. annually. If there are 150,000,000 people in the United States, that adds up to 20 lbs. per capita. So I am going to say to our coach that it is somewhere between 17 and 20.

We have agreed among ourselves—and we have no figures to back this up—that this year there will be produced in the United States somewhere between 2,500,000,000 and 3,000,000,000 lbs. of sausage by federally inspected and non-federally inspected plants. This is an estimate and is based on production under federal inspection so far this year and the assumption that 50 to 60 per cent of the total is produced under federal inspection. Whether the figure is 17 lbs. per capita or whether it is 20 lbs., the fact remains that this year the production will be approximately double what it was 11 years ago in 1938.

I believe there is one basic reason for this phenomenal growth, and that is better quality.

The greatest volume gains were made during the war years. Other meats were in short supply, and many people turned to sausage when they could get nothing else at their market. Much to their surprise, they found they liked it; and they bought the better grades preferably. While this was going on at home, Uncle

Sam was doing a sampling job on our boys in the armed forces to the tune of about 250,000,000 lbs. of sausage annually, and they liked it, too. As a result, we came out of the war with a much greater market for fine quality sausage.

Improved identification has been another factor. More and more housewives are buying by brand. If the family likes the brand, she becomes a steady customer; if they don't like it, she can shop around for other brands until she finds the one she wants. Previously, before our products were so well branded, one disappointment often meant a lost customer for that type of product.

Still another factor is the retailer. Generally speaking, I think the retail trade is more quality-conscious on sausage than ever before. I think most of us in the industry have seen the light. Our American Meat Institute's sausage committee has been advocating better quality sausage for many years. The Institute's fine advertising has been a great help.

And finally, by her increased purchases, Mrs. America has voted for better quality. More than ever before, I think we can say sausage serves everybody.

**CHAIRMAN WELLS HUNT:** Probably some of the other members of the panel would like to add something to the discussion of the basic factors accounting for the tremendous growth of the sausage industry. Mr. Mayer, what do you have to say on that subject?

**GOTTFRIED MAYER:** There might be a few things that could be added to what Mr. Thommen has said. I think, first of all, there are some very broad economic factors that have enlarged our sausage business, or at least have been of a great assistance. First of all, obviously, is the very high level of employment that we have had since the war.

There is also the growing demand for

meat that Mr. Thommen mentioned, and that is largely a result of the educational program that has been undertaken by the Institute.

Also, there is the very high total purchasing power—disposable income—that has been maintained, and, of course, that is tied up directly with employment.

I should like to add also to his point of identification the fact that there is today more advertising of sausage done by individual companies than has ever been done before. I believe it is making the public more sausage-conscious.

Also, the high price of other meat cuts has had a definite influence on our sausage sales and has enabled us to maintain them at a very high level.

However, as Mr. Thommen has indicated, none of these would have been possible without excellent quality.

**CHAIRMAN WELLS HUNT:** Thank you, Mr. Mayer. Are there any questions from the floor with respect to this phase of the discussion, or do any other members of the panel have anything they would like to add? I noticed that both of our previous speakers sort of wound up on the theme of quality. Maybe that would lead gradually or precipitously into the second phase of the discussion to the future. These two speakers have said something about the effect of events in the past on the present economic situation and have wound up on the theme of quality. Now, where do we go from here? Will success in the sausage industry in the future lie in the field of super or premium quality, or in standard quality, or in a lower grade or in some combination. Mr. Peters, what do you have to say?

**RAY A. PETERS:** I think the future lies in the fancy and the standard. Personally, I should like to see the imitation and the lower grades eliminated altogether. I think the American housewife is becoming more conscious all the time of what she feeds her family. And I believe that we should never think any more of sausage in terms of a cheap meat substitute. We must convince the public that it is not a cheap meat substitute, that it is a meat in its own right and that we have a different kind of meat. It is not a substitute at all; it must stand on its own feet.

I believe that packaging has helped and will help the quality lines. The housewife certainly is not going to pick up a branded item the second time if she has tried it and does not like it.

I believe the future of the sausage industry lies in the standard and the fancy.

**CHAIRMAN WELLS HUNT:** Thank you, Mr. Peters. Howard Firor over here has been strangely silent. I think this is a subject on which he might have a contribution.

How about it, Howard?

**HOWARD FIROR:** When we talk of "quality," we are talking of a relative term. It would appear to me that among ourselves, and in our plants and operations, we should relate the term "qual-

ity" to standards. We raise our standards, and we raise our quality. Standards of identification, standards of ingredients—all enter finally into the word "quality."

You recall that during the war our industry was commissioned by the government for Lend-Lease to make pork and soya sausage links. We used the best quality meat, the best quality soya flour, and probably the best quality water. When this product was shipped to Europe, we were supposed to be feeding a market that had been accustomed to and liked that type of product. I have been led to believe that when the people for whom this product was bought found out that sausage could be made out of meat, they did not like pork and soya sausage links any more. They wanted pork sausage. Still it was quality. That is what I mean by standards.

**CHAIRMAN WELLS HUNT:** Are there any questions from the floor on this subject? Certainly this matter of standards that Mr. Firor has named and that Mr. Peters has discussed is one of general interest. Are there any questions from the floor on this or any other subject relating to sausage that you might want to throw at our Quiz Kids? They are doing pretty well so far. Of course, you fellows have not thrown many brickbats at them yet.

We have had several more questions and we might proceed to some of these if nobody from the floor wants to do verbal battle with our panel. We have this question:

What possible effect do you feel further developments in prepackaging and consumer packaging may have on the demand for sausage products?

Mr. Briggs, what do you think about that?

**RAYMOND BRIGGS:** I hope you have not waited for all the answers on prepackaging.

Prepackaging is of the utmost importance to us at this time. I should like to take you back a few years to some competitive industries such as bread. They put out a loaf of bread for a long

time, and finally they wrapped it. I can imagine how the bakers felt when they were approached on the question of slicing their bread. "Why slice the bread? That's out of the question." I do not have any figures, but I guess you will find that the majority of bread is sliced in a package. It has made it very handy for the consumer.

I do not believe anybody had any more trouble with prepackaging their products than the frozen food people. They did not have freezers in the stores capable of carrying their products. Neither did the housewife have a freezer that would carry frozen products at home. However, they were organized as an industry. They invited the refrigeration people in and the packaging people and developed a package that would have consumer acceptance. They put freezers in the stores and put them in the iceboxes. The latest household refrigerators all have freezer compartments. They put their products right up front.

Jack Manion has certainly covered the field of prepackaging up to date. He has gone into it and the matter of how you can go along. There are a lot of questions you can ask at this time. Everybody asks the question: What about cost? Do you think we can get the cost out of this package?

The chain stores have had to go ahead and package their products, but they have realized the expense of making the package. I think it is a lot easier to get your cost out of the package than it was before.

I believe that we as an industry must accept prepackaging of meats and not complain about the costs. We must go into it if we are going to compete for the dollar the customer is spending. If not, we are going to lose out more and more to competitive lines.

I think we should organize and take an interest in prepackaging as an industry. It is so big and so important that I think it might almost have a department for itself—prepackaging division of the American Meat Institute. It is coming, whether we like it or not,

#### WILSON AGGREGATION

Representing Wilson & Co., Inc., Chicago, at the convention were left to right: Norman Sapsford, A. Wilson, J. Munro and L. M. Batkiewicz.





and cost or no cost, it is coming because the consumer wants it.

I think we should become more consumer-conscious. We should realize that the consumer is the one who pays the money over the counter. We should take an interest in him and see what he wants. We should be good merchandisers ourselves and not feel that volume is the entire thing. We should realize that merchandising is the most important thing in our business today.

I believe we have only begun to merchandise our products. I think Jack Manion here has done a great deal of good in giving us some ideas.

I think the refrigeration people should be called in here and that we should tell them our problems. I think we should all pool our ideas and send them to the Institute. Let's work out something through the Institute, a prepackaging division, and before it is too late let us develop these ideas.

I think future developments are going to depend entirely upon you packers—how you want your product packaged. Do you want it to go into a wrapping made of plain paper, or do you want it to go into a nice package where you will get consumer demand and preference?

There are a lot of other things that we could go into. If you have any questions, maybe one of us can answer.

**CHAIRMAN WELLS HUNT:** Thank you, Mr. Briggs. Certainly this prepackaging problem touches a responsive chord. I wonder, Jack Manion, if you have anything you would like to add. The general theme is: What effect will prepackaging, which takes the selling job out of the retailer's hands and puts the product into the impulse-buying category—have on the total demand and consumption of sausage?

**JACK MANION:** Mr. Hunt, I made a few notes. One of the things that struck me in particular was something Mr. Austin said when he indicated that the meat industry was the first to have conveyors. I am going to include myself in the meat industry, because I have been in it for a long time. I have only been in packaging since the war.

I think the meat industry stopped at the conveyor stage—when they brought their conveyors in. Other food industries, such as soap, gelatine and crackers have all packaged and done a terrific job.

In speaking about the retail store's package versus that of the meat industry, think of the cost added to the package when a store expends inefficient labor on your meat item. The price goes up. You can mechanize packaging to get the ultimate cost down. I realize you are not equipped for it now, but certainly I feel you should look to it.

One of your competitive items is fish. Look at the way the sale of fish has gone up, mostly as frozen fish, because it is packaged and it is in a handy frozen food case where the housewife can see the attractive package and buy it mostly on impulse.

**CHAIRMAN WELLS HUNT:** Thank

you, Jack. Let's carry this thing just one stage further. It seems to be the consensus of the panel that the trend toward consumer packaging is irresistible. If that be true, as we proceed along the road, what should the program be with respect to sizes and weights of packages? Should there be uniform weights in individual-size consumer packages of various sausage items? Should there be any attempt at standardization of packages? I think that is a subject that we could discuss at some length.

Who of the panel would want to volunteer to discuss the subject? Where do we have a volunteer? Do I see a gleam in your eye, Mr. Mayer?

**GOTTFRIED MAYER:** I will attempt to answer it, but first with a question. We must decide whether it is possible to standardize these products. There are many that we so far have not learned to standardize. So far as the small unit packages of bologna and salami are concerned, we have not been able to standardize their weight because of the yield factor—the shrinkage. However, I think the question has more reference to sliced items.

It seems to me that it would be quite desirable to have a degree of uniformity in regard to such products. In the first place, it would eliminate confusion on the part of the housewife. She wouldn't, unless it were visible to her, know the difference between a 7-oz. and an 8-oz. package; however, she would know the difference between an 8-oz. package and a 1-lb. package.

I recently looked at chocolate bars, all of the same brand, and found some were  $\frac{7}{8}$ -oz. and others were 1-oz., all in the same box. I presume that is one way of reducing costs. There is a 12½ per cent differential in yield between those two bars.

It seems to me that standardization would eliminate many unfair competitive practices. It would be of benefit to the packers, I believe, inasmuch as it would simplify the supply problem. As it is, everytime someone gets the idea that he wants to cut the price by reducing the weight in a package by  $\frac{1}{4}$  oz. and comes out with a new wrapper, we are all faced with the same problem if we want to meet that condition.

It seems to me, however, that this may be taken out of our hands by the Meat Inspection Division. They tell us exactly what our packages must be.

Perhaps with this in mind some representation should be made to them as the problem progresses. I think it is very important that we as an industry retain certain flexibility in connection with consumer demand and learn that there are certain price levels at which a product sells better. We have learned it as prices went up, and perhaps we will again learn it as prices go down.

Items sell much better at 28 and 29¢ than at 30 or 31¢. Often you will find a situation where your raw material costs are such that you have to go to a point where the sale of the item is definitely restricted. It is then prefer-

able to go to a lower predetermined bracket in weight. By way of example, perhaps sliced items could be put up in 4 and 8 oz.—possibly 4, 6 and 8. I don't know. We should be permitted some flexibility, but I believe there should be some standardization.

**CHAIRMAN WELLS HUNT:** Thank you, Mr. Mayer. Are there any questions from the floor?

**QUESTION:** I would like Mr. Manion's subject discussed a little bit further since I think that some of us are becoming a little too enthused. We feel we are dealing with crackers instead of a meat product which does not hold up. I would like to ask the gentlemen upon the stage whether they would take home for their own personal use a package of frankfurters that had been wrapped for two or three or four days.

I realize that we must be aware of the fact that we must do a merchandising job to keep up with the times. However, we are overlooking the most important fact, in my humble opinion, and that is the freshness of the product. I believe that the industry should take a slower approach on this prepackaging—and sliced meats especially.

We realize that we must have a consumer package and we are doing some of it on an experimental basis. Nevertheless, it is my opinion that the sausage industry is going to do itself more harm (I don't want to be old-fashioned, but we have seen a great deal of it on the Pacific Coast already) in that consumer resistance is becoming noticeable and the returns are becoming greater and the consumer is not getting the product in the fresh state which would create a greater demand for our products.

I firmly believe that we can overcome some of this by doing a better merchandising job with our dealers and selling them on the idea that they should sell these meat products in a fresh state. The dealer himself should push the product and move it before it becomes too old.

**CHAIRMAN WELLS HUNT:** I see that we have some volunteers. Mr. Thommen, do you want to discuss that subject?

**CARL THOMMEN:** I want to say that to the consumer the most important thing is freshness, whether the product be merchandised out of a service or self-service case. In self-service, regardless of whether the dealer does the slicing and packaging or the packer, I believe the consumer would probably rate freshness as the most important factor in talking about quality, and flavor or tenderness as the second most important. Or you might reverse the two factors. Last is uniformity of quality. Those are things that I believe the consumer looks for in judging the quality of the product.

The other part of your question was with regard to frankfurts that were three days old in a package. If they were properly protected, I don't believe it would make any difference in three

(Continued on page 167.)



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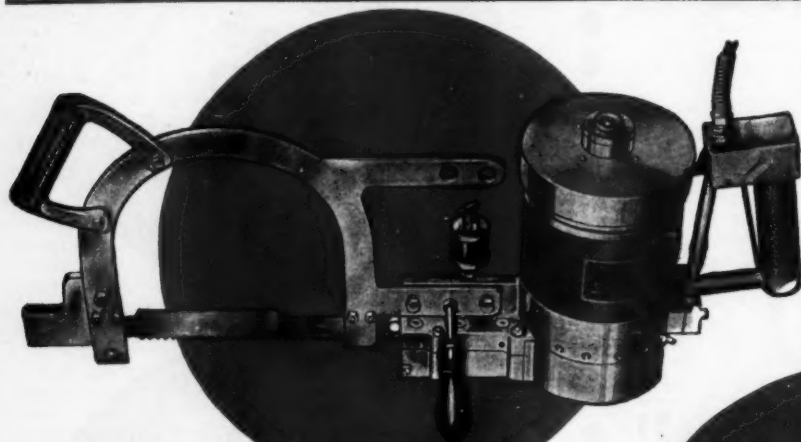


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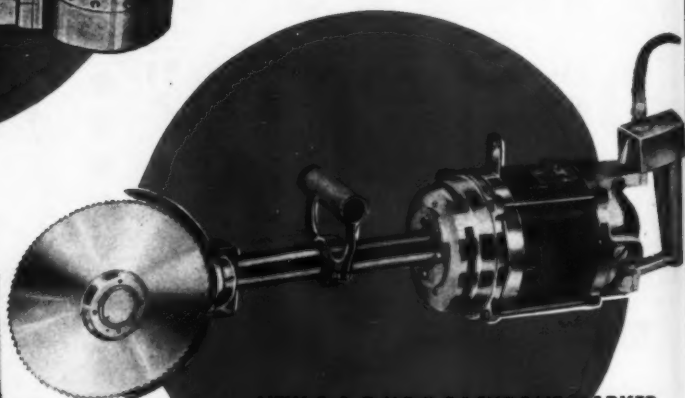
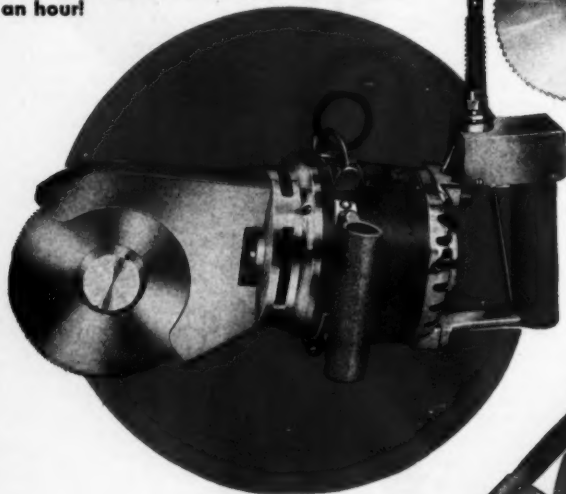


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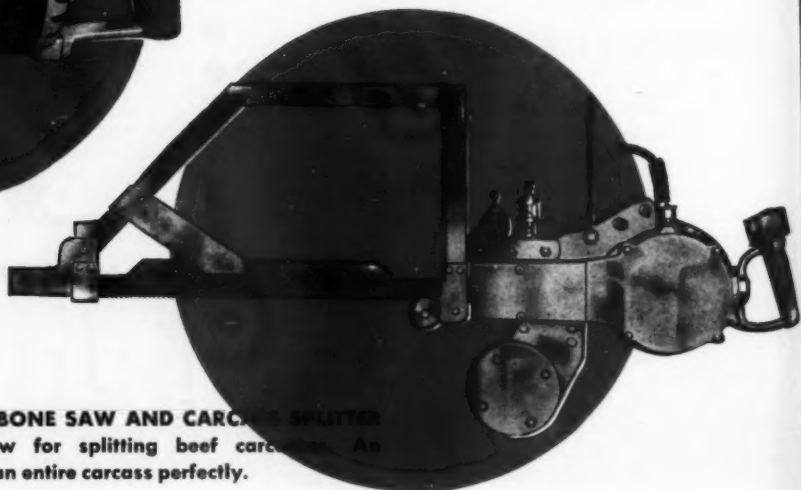
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## Discussion on Sausage

(Continued from page 162.)

days. I have seen frankfurts, both loose and packaged, kept fresh in proper temperatures for two weeks. They were bought OK. I don't think that we, as an industry, want to advocate two-week old products. I believe if consumers could receive our products as fresh as we have them in our coolers, it would be delightful. I think that products should be serviced to the store sliced and in whole pieces twice a week. That is good, but three times a week would be even better. When we get into packaging sliced products, I believe that delivery to the store and the placing of that stock is probably the most important thing.

You have had a good deal more experience than we, although we are playing with the thing at two or three points. You have seen a lot of it on the West Coast.

**MR. ENOS:** I might add that I can see the sausage industry getting into the position of the bread people. You are going to have the replacement problem eventually. The bread people tried to get away from it during the war, but they are rapidly coming back to it again. I can see where the sausage industry is going to lead itself into the same position.

**CHAIRMAN WELLS HUNT:** Those comments from the floor are appreciated. I am wondering if other members of the panel would have anything to add.

**JACK MANION:** Mr. Thommen answered the question quite well. I would like to add two points. I believe you are selling one of your products to the contract luncheon packer I mentioned.

First of all, you are losing brand identity. I don't know what is happening to the quality. You can better answer that than I. All of you are banded



### GROUP OF INDUSTRY LEADERS IN INFORMAL SESSION

Chatting after one of the regular Grand Ballroom sessions was this informal group of industry leaders composed of Wesley Hardenbergh, president, AMI; Oscar G. Mayer, president, Oscar Mayer & Co., Chicago; F. W. Specht, president, Armour and Company, Chicago; John Holmes, president, Swift & Company, Chicago; F. W. Hoffman, president of The Cudahy Packing Co., Chicago; G. B. Thorne, vice president, Wilson & Co., Chicago, and A. W. Brickman, president, Illinois Meat Co., Chicago.

together. I might suggest that you take Raymond Briggs' suggestion and form a packaging division before you go further and see what you can do, but do it as quickly as possible.

You are dealing with a new housewife, one who does not have time. My wife, who has seldom tasted liver sausage, wouldn't think of buying it until she saw this package that Oscar Mayer brought out. Now she buys it about once a week. I had never cared for it before until this one came out.

**CHAIRMAN WELLS HUNT:** We have had another question from the floor. The question refers to the fact that many of these wrappings have a definite preserving effect, although not to the extent that product has when processed in a can. However, it is pos-

sible to get a certain amount of that effect from these wrappings with proper handling of the product. This question from the floor asks: Why has not more attention been given in the publicity and promotional work to this effect with these packaged sausage items? Does anybody in the panel want to answer that one?

**GOTTFRIED MAYER:** For one thing, we haven't found that we have been able to do a job on sliced products to the point where we can say we really have keeping quality over and above the unsliced product or regular sausage. So there is no particular point in talking about such a quality until we are certain.

On an item such as our Saran liver sausage, where we do have keeping quality which is somewhat better than the stick liver sausage, we have been afraid to say too much about it for fear of the abuse that might develop. It is possible for retailers to get the wrong idea of such a product and display it unrefrigerated for an indefinite period of time. The product will not stand that type of treatment indefinitely; it must be kept under refrigerated conditions. We would prefer to have the retailer and consumer feel they have a perishable product and keep it under refrigeration at all times, and that it will keep a little longer perfectly fresh in the refrigerator than the product which the consumer formerly purchased.

**CHAIRMAN WELLS HUNT:** Thank you, Mr. Mayer. We appreciate your attendance and attention at these sessions. The meeting is adjourned.

(The meeting adjourned at 4:25 p.m.)

(The beginning of the Wednesday morning proceedings will be found on page 170.)



### DISTRIBUTION COMMITTEE IN LUNCHEON SESSION

Meeting in the Palm Room, members of the committee on distribution discuss mutual problems and experiences at a luncheon which was held on the closing day of the 1949 AMI convention.

## SAUSAGE



## LOAVES



## CURED MEATS



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## Session 5

WEDNESDAY, SEPT. 21

### MORNING

"Our Experience in the Sale of Prepackaged Meats"—James Cooke, page 170.

"The Meat Team"—, page 183.  
Theodore Anderson  
R. A. Rath  
P. D'Agostino

"How the Meat Team Works"—  
G. M. Foster, page 195.

"Harnessing the Advertising"—J. C. Milton

**T**HE meeting reconvened at 10:05 o'clock with H. B. Huntington, president, Scioto Provision Co., presiding.

**CHAIRMAN H. B. HUNTINGTON:** Our opening subject deals with a comparatively new development in our industry and I think it can be fairly said to be still in a somewhat controversial stage. Perhaps, however, we will not look upon it in that light after our first speaker has discussed it in detail.

This gentleman has spent all his life with one company, advancing in 20 years from a part-time clerk to general manager. He is Mr. James Cooke, general manager of the Penn Fruit Co., Philadelphia. He started working for the company after school hours; following his graduation from the University of Pennsylvania, he became advertising manager. For five years he managed and supervised the opening of several stores and did general trouble-shooting work. In 1941 he was appointed general superintendent of the stores and in 1945 he became general manager.

The title of his talk is "Our Experience in the Sale of Prepackaged Meat."

**JAMES COOKE:** When I was asked to make this address about pre-packaged meats, my reaction was what could I tell people about pre-packaging of meats who have been pre-packaging meats for 20 years. We have been at it for two years.

The greatest advance in food retailing in the past 25 years has undoubtedly been the adoption of the self-service principle. In discussing self-service meats, the experience with groceries can be very instructive and perhaps even prophetic.

In grocery merchandising self-service had two massive results. First, the volume potential of the single store was expanded enormously. At the same time, self-service drastically reduced the cost of doing business. This reduction was reflected in the retail price structure and passed on to the consumer. The combination of these two factors created the supermarket of today.

As in the case of groceries, self-service applied to meats has increased the sales potential of the meat department. It did this by accelerating the turnover of customers. For the first time, meats could be merchandised on a mass scale comparable with groceries. However, self-service meats differ from groceries in one crucial respect. Thus far it has not reduced the cost of operating. On the contrary, certain expenses like supplies have increased almost 30 per cent.

While great progress is possible even if the cost picture remains the same, the revolutionary effect that was achieved in groceries will be matched in meats only if costs are similarly reduced. Before developing this comparison of meats and groceries any further, I would like to give you some of our experiences and observations in self-service meats.

(Continued on page 175.)



J. COOKE





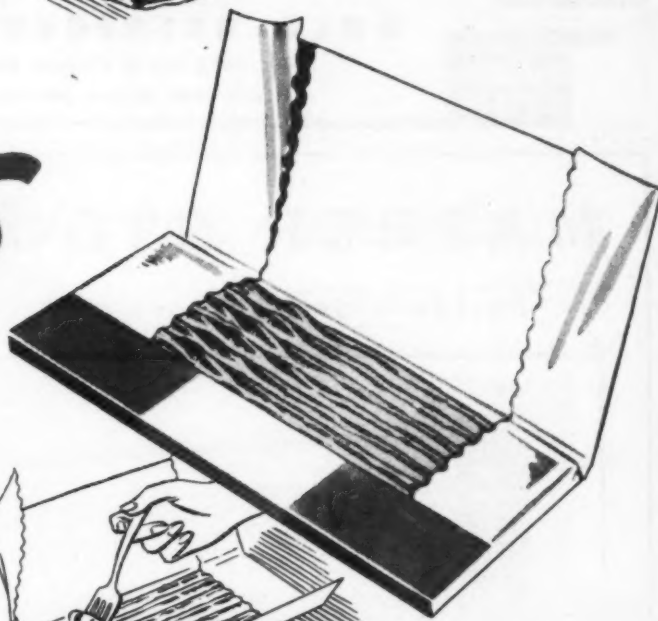
# THIS...

Are you offering your bacon on approval in the wrong kind of package? Do you still have the old idea that the housewife has to see your product before she will buy it? Have you sacrificed keeping qualities for a visual package that allows your product to discolor and turn rancid?



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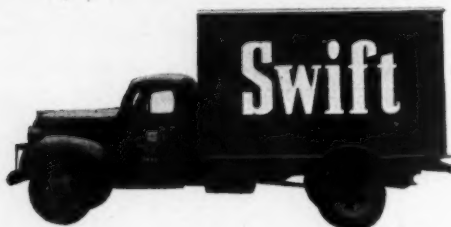
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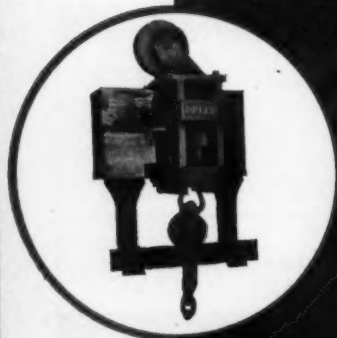
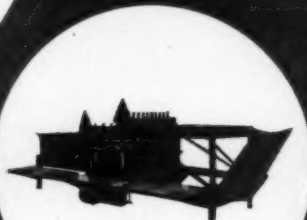
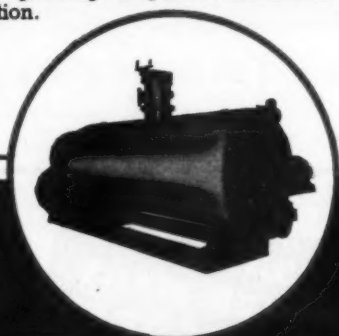
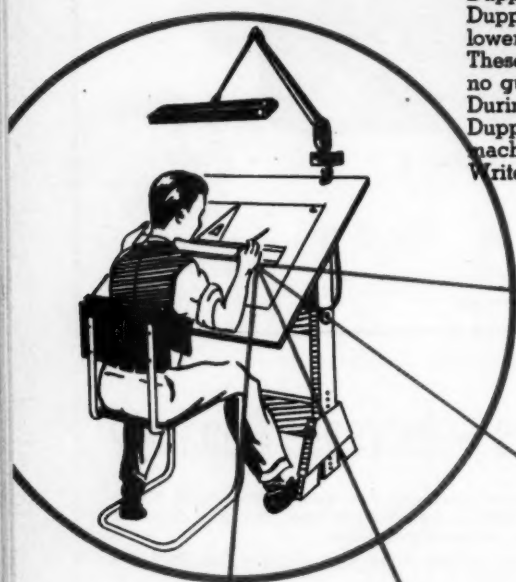
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## COOKE on Self-Service

(Continued from page 170.)

First of all, our company feels that self-service pre-packaged meats are here to stay in our type of market. This may or may not be true for smaller volume stores. Our conviction has been backed up by substantial outlays for converting established stores and setting up new ones.

On the average, there has been a definite improvement in volume both in the meat department and the entire store where there has been a conversion from service to self-service. Please note the word "average." Averages are tricky things. They always remind me of the fellow who drowned in a stream that averaged only two feet deep. All stores have not responded favorably to self-service—particularly those located among the older, foreign-born population.

Until a year ago gross percentage in self-service was lower than in service. Lately, however, it doesn't seem to be any worse. Despite many claims to the contrary, we have found no difference in the relative movement of the various types of meats since converting to self-service.

Like all new enterprises, self-service meat suffers from many things. Its main troubles, however, arise from too much initial success and too little technical "know how." The chickens are beginning to come home to roost. Last March we engaged a research firm to make a survey of a cross-section of consumers in our Philadelphia trading area. The number who disliked self-service meats was disturbing.

### 31% Preferred Self-Service

I don't think these particular figures would even hold true today, but I am going to mention what they were. As of April, 31 per cent of the people said they preferred self-service, 62 per cent preferred service and 7 per cent had no preference.

The reasons they gave for not liking self-service meats can be grouped in three categories:

1. Merchandise not fresh or not appearing fresh.
2. Excessive waste, both apparent and concealed.
3. Complaints on cuts; such as types, thickness, size and count.

I think that these criticisms came about because of this success. I was talking about that the merchant met in the beginning. He got very careless.

Here was another crucial question we asked: "Have you been to a supermarket that sold self-service meats and decided not to buy?" In April, 32 per cent of the people said "yes."

We paid \$2.50 for each person interviewed in this survey. We had a very substantial sample and I am sure the results were reliable.

We have to realize how the stage was set when self-service meat appeared on

the scene. You will recall that self-service meat appeared at a very critical time in the meat business.

From my own observations, I believe the complaints of consumers are justified.

Self-service meats arrived on the scene at an opportune moment. The traditional personal relationship between the individual customer and individual butcher was in temporary eclipse. This relationship had been destroyed by the meat shortage, labor turnover, the service rotation system, etc. Service was curtailed as labor costs increased. After waiting many weary minutes, the customer was often embarrassed by the price of the roast or steak she selected. It is little wonder that customers flocked to self-service.

### Carelessness Was Costly

Success made some merchants careless. Some obvious fundamentals were neglected. First of all, many packaging rooms were not refrigerated at all. The bloom of the meat suffered while waiting to be wrapped. Merchandise in the cases was often not rotated properly. Coding systems were installed but were ignored. No time limits were set on salability of merchandise and gross-conscious market men are allergic to throwing meat in the can. Gross percentage in the past two years has not permitted meat to be trimmed the way customers expect. In service, some trimming takes place after the sale. This is not possible in self-service. As a result, package appearance suffered. In some instances packages were not as honest as they might have been. At times bones and fat were concealed. The quality of the meat was often impaired by excessive handling, both in the packaging operation and in the display cases. Roasts were not always prepared for convenient handling by the customer.

Many of these early growing pains are now past but more fundamental problems remain. The merchant faces an entirely different situation in self-service than he did in service. Many of the problems he faces today in self-service took care of themselves in service. The crowd of impatient customers exerted pressure on the personnel. This urgency is lost in the remote atmosphere of the packaging room. In service, if there wasn't adequate planning of production, the customers simply waited. In self-service, sales are lost. In service, the clerk took care of supplying special cuts missing from the case. In self-service, most of these sales are lost. The advance cutting and longer exposure of meat involved in pre-packaging presents a quality control problem that is not present in service.

In service there was no problem of re-wraps. The labor and material cost of wrapping a package in cellophane is a big factor. When many of these packages must be re-wrapped it is a serious drain. When the meat is wrapped in cellophane—and the girl wraps it very

carefully—the labor cost is almost prohibitive. We cannot afford to wrap it twice. Re-wrapping occurs for many reasons: past dates, torn packages, discoloration, "dark cutters," poor trimming, poor quality, etc. In self-service, merchandise takes terrific abuse. The meat must have inherent firmness and body to start with. Weak and watery meat that lacks firmness of texture deteriorates more rapidly under the mauling and handling it gets from employees and customers in self-service. The wrapping on such meat disintegrates quickly, also.

### Handling of Fresh Meats

Right here I would like to mention that most of the problems in self-service were with fresh meats. Smoked meats and cold cuts gave comparatively little trouble. The big problem here was the fading of sliced meats. Re-wraps were as high as ten per cent. After much scientific inquiry we solved this problem with the simplicity of genius—we turned down the case lights.

Self-service problems basically involve cost and quality. Both can be solved by planning and production "know how." Most merchants, however, have not yet acquired the training, personnel or equipment for production. The retailer is primarily a salesman. In production he is still an amateur.

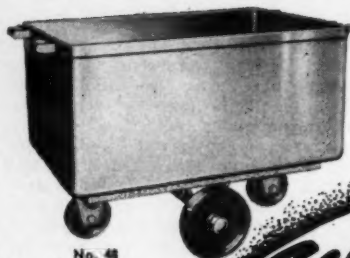
Traditionally the food store has been largely a merchandise outlet. It has now acquired the characteristics of manufacturing and production. The problem is further complicated by the fact that many stores do as much as 50 per cent of their total week's volume in 15 hours. Furthermore, in a chain outfit the problem is not concentrated in one centralized, well-supervised operation, but is scattered in many places. These weaknesses have affected the product, its costs and its acceptance.

It is peculiar, but when customers criticize self-service meats they blame pre-packaging more than they blame a particular merchant. They say they do not like "packaged" meats. At this stage of the game all of us are affected by the actions of the individual merchant. In self-service we have an industry obligation to do a good job. If the present packaging abuses are not corrected, meat volume can be hurt. Frosted foods are an object lesson on what happens to a new industry when quality is neglected. We are only now recovering the momentum that was lost because of the abuses that occurred during the war years.

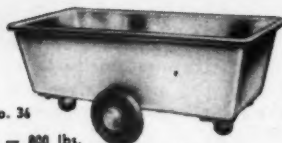
### Women Used to Waiting

The convenience of self service is not enough to make the customer overlook quality defects. After all, she isn't buying the merchandise any cheaper—and to a woman there are a lot of things worse than waiting for service. Many a woman's peace of mind is involved with the meat she serves her

(Continued on page 179.)



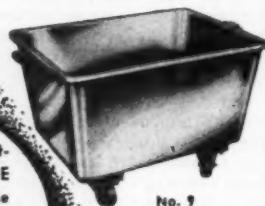
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No. 34  
Capacity — 800 lbs.



No. 18  
Capacity — 500 lbs.



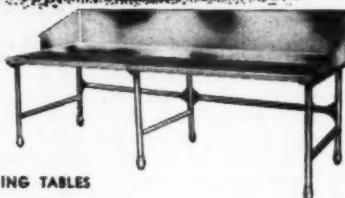
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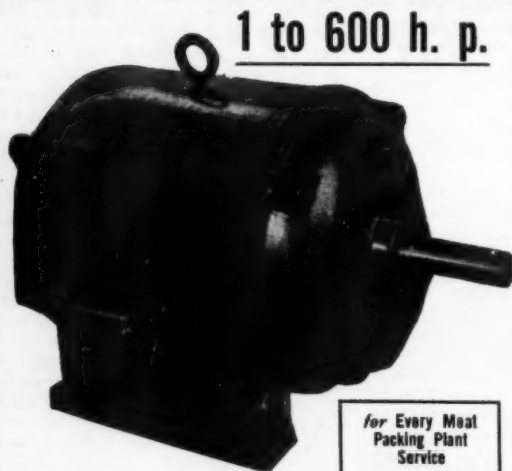
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- **DICED READY TO USE** No washing, cutting, handling or flavor loss.
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SHELF LIFE  
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GOODS!**

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RANCIDITY IN  
LARD**

**Tenox II** antioxidant imparts longer shelf life to lard—and also to baked goods, packaged pre-mixes, prepared foods, and other products made from lard. It has substantial carry-through properties under baking temperatures to combat rancidity in baked goods.

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## COOKE on Self-Service

(Continued from page 175.)

family. Her personal security in pleasing her husband is often the issue. While women are anxious to avoid the tedium of waiting to be served, still they will not compromise quality for long. After all, women are used to waiting. They have waited from the beginning—waited for their mates to return from the hunt, from the wars, from the taverns—they have waited in ration lines. Waiting is an old story with them.

There is no doubt, however, if we earn the confidence of the consumer, self-service provides the means for mass selling of meats on a scale impossible in service. It is the only method of doing really big volume in the few concentrated peak hours characteristic of supermarket retailing.

This is a very great opportunity, I believe, in spite of all the things that are a little bit unpleasant about it. They are just growing pains. Meat is mass produced; it is mass processed. But when it comes to merchandising, it is still sold on a small personalized scale. That is no discredit to the men in the industry—to the meat cutters. That is the fact of the case: it is mass produced; it is mass processed, but when it gets to the final point, it is sold on a small personalized custom tailored basis. It is not mass retailed.

The retailer today is paying wages comparable with those paid by industry, but is still doing business on a very primitive basis. And he is paying these industrial wages. That is an inherent conflict.

### Mass Selling Made Possible

For the first time we have a method to sell meat on a mass scale that can match the way it is produced, but the retailer needs production knowledge. Here is the gimmick. You gentlemen can help the retailer. You have been processing meat for years. You understand the problems of packaging perishable meat products. A lot of the things that you take for granted and just assume the retailer knows, he does not know. He needs that help.

A lot of you will say, "Oh, what's the difference? We're going to get the business. Suppose it is self-service or service? We will just wait and see."

I don't think that is true. I think we shall sell more meat in self-service, not that I think self-service or any method improves the economic status of the people. Just because you decide to sell meat in self-service, Mrs. Jones does not have more money in her pocket. But there unquestionably will be a redistribution of the customers' purchases because a great many purchases are made on impulse.

The du Pont company made a survey, I believe, in supermarkets, and found that purchases made on impulse exceeded 30 or 35 per cent. So there is a great deal more meat business to be

done in self-service because it does present the opportunity for impulse buying, which is a tremendous factor in a self-service market.

And I do think that it is to the interest of the packer to get into this thing and help the merchant with his problems. A lot of you probably feel that you can take a horse to water but you can't make him drink. "We have tried for years to help merchants, but they are not receptive." I think you are going to find merchants receptive as they have never been before.

You will recall that in the early part of my remarks I said that when the meat department's volume was increased through self-service, the whole store's volume was increased. All departments benefited. Many chain stores do only 20 to 25 per cent of their total in meats, and the increase in the store in general is even more important than the increase in the meats.

### Merchants Are Progressive

So the merchant today is very, very receptive to helping the meat business because he knows the value of meat as a traffic builder for his store.

I hope what I am about to say will not be taken amiss, because I do not mean it disrespectfully. But one of the big drawbacks to many merchants in the meat business has been their own fear and ignorance of the meat business. You have to realize that many of these fellows came up through the grocery route. Personally, I came up through the produce-fruit route, but most of the people in the super market industry came up through the grocery route. And, frankly, many of them were scared to death by the body anatomy of the steer and the technicalities of that meat business. Some meat men did not add to the clarity of it; they added to the confusion. As a result, these people, who had been doing pretty well in groceries, just abandoned the meat business to their meat men.

We have all noticed that whenever a boss does not know the operation of a particular department or whenever the whole organization is not interested in a particular department, that department does not deliver as it does when everybody is interested in it, involved in it, making suggestions, even if they are a nuisance. It is general interest that makes a department, particularly when the boss has a knowledge of that department's operation. Where the boss does not know the operation of a department, any man in charge of that department operates on the boss' ignorance; he does not operate on his merit. He operates on what the boss does not know, not on what he knows.

We have had a lot of that in the meat business. I am not making that as a general statement, but it has happened in a great many cases. And this has been to the detriment of the meat business. There is no use kidding ourselves. Many supermarkets are primarily grocery stores, and meats are a secondary consideration in these establishments.

Here is the situation: the boss and the top meat men are on common ground, neither of them knowing anything about self-service meat; and they are both very receptive. Self-service has brought meat merchandising to the fore. It has provided an opportunity to eliminate a lot of the hocuspocus, mumbo jumbo, mysterious stuff. You know, you can talk to some meat men. I remember that when I started in if I asked a meat man about a meat problem, you might think I was asking him about a problem of nuclear fission. A lot of that is past.

Self-service meat can be put on a production basis that is rational, providing a wonderful opportunity to get everybody involved in the business. This friendly relation is going to bring about increased volume in the meat business.

I would say that today the stage is set for the first time in the history of the meat business for mass selling of meats. This is a golden opportunity for you gentlemen.

If you guide these food retailers and these meat men in their production problems, much more meat can be sold and on a much sounder basis through self-service.

**CHAIRMAN H. B. HUNTINGTON:** Before the presentation of the next portion of this morning's session, I should like to comment upon the value of the industry-wide meat promotion and advertising program now being carried on by our Institute. My firm is one of the smaller member companies of AMI in number of employees, volume produced and distribution area. Hence, my perspective of the accomplishments of the program is necessarily limited in scope. However, it is my opinion that the comprehensive meat promotional program, public relations and advertising campaign now being conducted by the Institute are of vital importance to every packer regardless of size or type of operation. I believe it is the outstanding contribution in service the Institute has rendered to our industry.

Those of us who are willing to assume some of the local civic responsibilities in our communities often lament the lack of interest and cooperation from a few of our fellow citizens. Perhaps a similar comment is in order as it applies to the participation, or rather lack of participation, in the responsibility of promoting and financing the program to be discussed in a few moments. Either it is worth our unified support or it is not. Hence, I urge those who are not now participating in the program to consider seriously its merits. We have heard it said several times during this convention that a progressive meat industry benefits us all. Is it not fair and practical to assume that all of us should contribute our share to that progress?

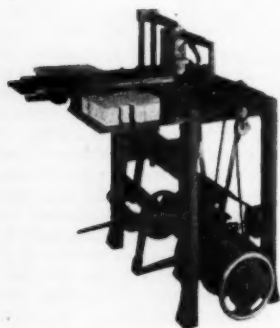
We are now going to hear and see something about the Meat Team. The discussion will be led by Wesley Hardenbergh, AMI president.

(Turn to page 183 for Meat Team.)

# IT PAYS TO IMPROVE LARD PACKAGING METHODS

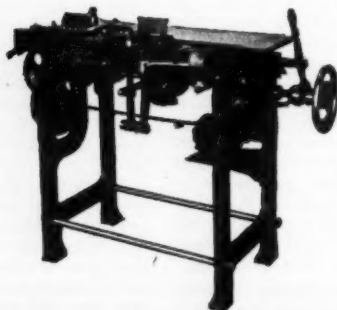
Ask yourself how much you can save by using Peters' machinery. In your evaluation, keep in mind that for over 51 years Peters have been designing and building machines to help save time, labor and materials in carton packaging. Also, remember that Peters' machines are built to produce a more uniform and attractive Lard or Shortening package. When you have the facts, just compare your results with the performance of our latest models and determine how you can improve your production. For further information on the most efficient machines to meet your requirements, send us samples of your carton or drop us a line today.

Member, Packaging Machinery Manufacturers Institute.



This PETERS JUNIOR CARTON FORMING AND LINING MACHINE sets up 35-40 cartons per minute. One operator required. Can be made adjustable to set up several carton sizes.

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## The New, Practical, Proven HOG SPLITTING SAW

*Specially Designed for Hogs*

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- IT HAS BEEN TESTED AND PROVEN AND HAS BEEN ACCEPTED BY LARGE AND SMALL PACKERS
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Here is a new, high-speed *hog carcass splitting* saw designed to increase your production . . . and save you money! The McLEAN Saw is now in daily operation throughout Canada and has already found enthusiastic acceptance among both large and small packers in the following states: Montana, Utah, Colorado, New Mexico, Minnesota, Kansas, Iowa, Ohio, Pennsylvania, California, Washington, Oregon, Idaho, Missouri, Illinois and Alaska.

The McLEAN Hog Splitting Saw cuts faster and cuts cooler. Another outstanding advantage of this new unit is its ease of operation, whereby even inexperienced and unskilled operators quickly become "expert" thus making the plant less dependent on the specialist. The almost total elimination of miscut loins and their superior appearance mean extra savings and extra profits.

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- The McLEAN SAW is easier to use, splits faster, does cleaner work
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- The McLEAN SAW is now available with 220 or 440 volt 3-phase 60 cycle motor or combination
- The McLEAN SAW is guaranteed!
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% **GREAT FALLS MEAT COMPANY—Packers**  
**Box 1526** **GREAT FALLS, MONTANA**





# A Representative Meat Team Tells How it Functions

**PRESIDENT HARDENBERGH:** I am not going to talk very long. You all know about the Meat Team, about the admirable job it is doing in explaining the functions of this industry and the wonderful service which it performs on behalf of the public.

We have a Meat Team here with us today. At my right on the platform, at the far end, we have Mr. Ted Anderson from down in the Ozarks, president of the Missouri Live Stock Association, who is going to be the producer on the Meat Team. The gentleman in the middle, the usual position for the meat packer, is the chairman of our advertising policy committee—in private life, Mr. R. A. Rath, president of The Rath Packing Co. of Waterloo. The gentleman closest to me is Mr. Patsy D'Agostino, an outstanding retailer here in New York and a former president of that great organization, the National Association of Retail Grocers. It is a pleasure for me to present this meat team.

**R. A. RATH:** Mr. Chairman, I suppose you were only following a familiar pattern when you seated the packer member of the Meat Team right in the middle.

If we are to believe one business analyst writing in a fairly recent issue of *Fortune* magazine, this occasion could easily end up with us three men throwing something besides words at each other. Let me read what this analyst says:

"It seems safe to predict a fairly uncongenial relationship between the meat industry and its clientele for some years to come. The cattleman looks East and sees a vast urban riffraff, bloated with high wages and infected with radical philosophies, greedy for meat and totally ignorant of the ways of a steer. The consumer sees the great packing-houses in alliance with hog and cattle barons who have caused the Corn Belt and great plains to blossom with post-war Packards and swimming pools."

Now, I happen to know that D'Agostino's organization has made a careful

and continuing study of consumers. He can tell us whether that is what his customers are thinking. But, first, I should like to ask Ted Anderson if he is qualified to report on Corn Belt swimming pools. How about it, "Baron?"

**TED ANDERSON:** Well, there are some new cattle ponds. You might call 'em swimming pools, but they're not very exclusive when you have to shoo out the cows before you take a dip.

**R. A. RATH:** Gentlemen, I believe you will all agree that, as long as distorted ideas like the one I just quoted are permitted to exist, it is "safe to predict an uncongenial relationship between the meat industry and consumers of meat."

Part of our job is to keep distorted ideas, either about our industry or its products, from existing. I personally believe that one of the healthiest things that ever happened to this industry has been the realization by packers, producers and retailers that we are all in the same boat. We are all members of the same team, whether we raise meat, process meat or sell meat at retail.

The willingness of people like Ted and Patsy here to work with us in spreading the gospel about meat has been clearly evident. From the time we first went to them and told them about the Meat Team idea they have been wholehearted in their enthusiasm. They have left no doubt of their desire to cooperate to the fullest extent.

A good deal of the credit for waking up this spirit of mutual cooperation, or rather directing it on a course of concerted action, must be laid to the good thinking and advertising that we call the Meat Educational Program. I think I can skip over the importance of this program to the meat packer. I understand we're going to have some case histories a little later on in these proceedings. I would, however, like to have each of these gentlemen give us the opportunity of hearing what the Meat Educational Program means to their end of the business. Mr. D'Agostino,

what do you, as a retailer, think of the advertising the Meat Institute has been doing?

**PATSY D'AGOSTINO:** I can give you the answer to that question in a very few words. That is a very easy answer to give you. I believe that the Meat Educational Program is one of the most important and helpful things that ever happened in the meat business.

The store material, such as posters and booklets and many of the other things showing different cuts of meat and various advertising that the American Meat Institute has been doing in the last ten years, have done a great deal of good in educating not only the consumer but also his meat man. I know this although I am not a meat man. My brother is, however.

I think it has been a great help to do the job that was necessary to do so that meat could be better understood by the consumer.

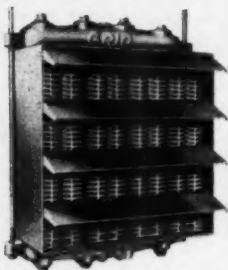
**R. A. RATH:** That's a pretty broad statement, Patsy. I'd like to draw you out a bit—

**PATSY D'AGOSTINO:** Well, with all due credit to you meat packers and farmers, in ten years hogs and steers haven't changed much. Processes haven't changed much. A steak is still a steak. A pork chop is still a pork chop. There may be some improvement in hams and bacon, but your hams and bacon were pretty good ten years ago. In 1937 or 1938, one of the big packers (we are not going to give anybody a special mention here this morning) advertised the "ham that you can eat with a fork," and rightly so. So there hasn't been much improvement.

As Mr. Cooke has just said in talking about the self-service meat, if some of you feel as though we will sell the meat anyway and you, as packers, do not have to worry about self-service or service and feel that it is not your job, remember that you felt it wasn't your job in the thirties and you found you had to do something about it.

(Continued on page 187.)

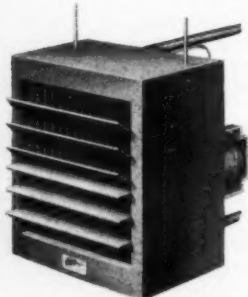
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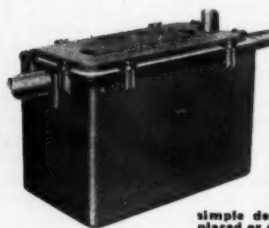
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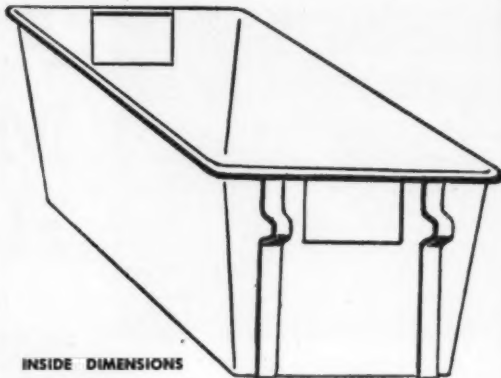
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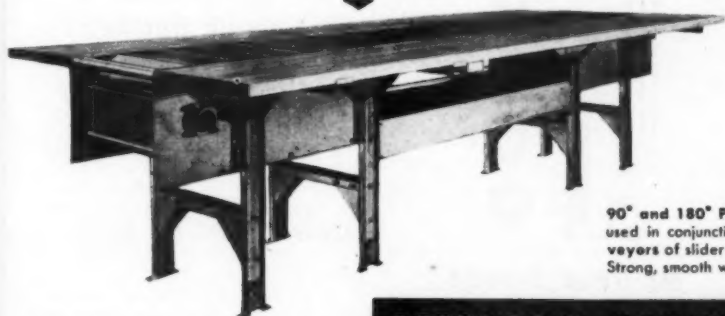
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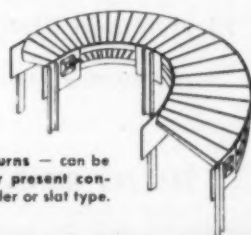
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Life-time steels and forged steel cleavers also available. Charcoal forged of the finest carbon steel, SOLINGEN Cutlery, imported from Germany, retains keen edge longer... requires less sharpening... lasts longer... saves you time and money. Write or 'phone for quantity prices and catalog.

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## Pneumatic Ham Press and SPEED LOAF PRESS

Expanding nozzle eliminates pre-stretching of casings

Improve your product with the labor saving Ham Press and Speed Loaf Press... two truly remarkable presses.

Pullman Can hams and Canadian Bacon attachments available for Pneumatic Ham Press.



Interchangeable stainless steel molds available as follows:

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- 8 to 10-lb. hams, 4 1/2" dia. mold.
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The Pneumatic Ham Press (illustrated) is of sanitary, welded construction. Hot dipped galvanized frame. Molds are stainless and interchangeable. Operates on 60-lb. to 125-lb. pressure.

- **STAINLESS STEEL HAND STUFFER**
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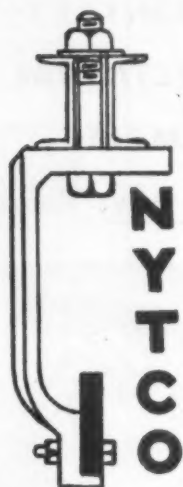
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Company .....

Street .....

City ..... Zone ..... State .....



**POTDEVIN  
MACHINE CO.**

1279-38th Street

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## Meat Team in Action

(Continued from page 183.)

Since then the American Meat Institute has been doing something about it. It has advertised frankfurters not after the Fourth of July but around April so the consuming public's mind is made up by the Fourth of July. You have been doing something about it.

Fifteen or 20 years ago, around Easter week everybody came out with Easter ham. I think you should start that perhaps 30 or 40 days ahead, as you are doing now. These things indicate a better job and closer cooperation in what we intend to do, that is, to sell more meat. I think we, as retailers, have done quite a bit. When I say "we" I mean the retail food industry. It has done quite a bit in promoting the self-service of meat.

Whether we like it or not, Mrs. Consumer wants it. She may vote that she doesn't like it, but she seems to pick it up. We are doing our best to do a better job as a team and I think we should continue to do better.

**R. A. RATH:** Then what you like best about the Meat Educational Program is the fact that it helps us sell all cuts of meat—not just the 30 per cent of a hog that carries the packer's brand?

**PATSY D'AGOSTINO:** That hits the nail on the head. The kind of advertising you people have been doing gives a woman good solid reasons for buying meat. It helps to show her the value of meat. Another thing, with that advertising, you've recognized the fact that selling meat is a six-day-a-week proposition, 52 weeks out of the year. You've helped keep meat demand continuous.

**TED ANDERSON:** Patsy, I think you've got right at the guts of the whole thing, the job of trying to help stabilize the market for meat and livestock. As I see it, this Meat Educational Program ties right into the whole issue of farm prosperity and what Ed Babcock's been preaching about—more and better food for more people.

**R. A. RATH:** In what way, Ted?

**TED ANDERSON:** Well, sticking to the ten years that this Meat Educational Program has been going on, in that same period the American farmer has made a lot of advances—new methods, new machinery. I'm not referring just to livestock growers. I mean grain farming, dairy farming, poultry farming and all the others, as well as the kind of livestock farming that I do, the commercial feeding of cattle and hogs.

Today the whole farm economy is geared to producing a surplus. Now we've got plenty of people who are scared and throw up their hands and say we're producing too much of this or of that. But, brother, if farmers didn't produce a surplus, this country would really start having troubles. We're certainly not geared to scarcity. Remember your wartime troubles in civilian meat supply? In this business we must have a surplus. One hundred

forty million people can't gamble with tomorrow's food. As I see it, we'd all get ahead a lot faster if we'd interest people in living better by eating up these surpluses.

Take corn, for instance. More than 85,000,000 acres of the best cropland in this country are in corn. And the new hybrids have tended to guarantee higher yields. As a result, this year we've got another 3,500,000,000 bu. corn crop coming up. Now something like 85 per cent of the corn crop is normally marketed as meat.

Besides that, over half of our total land area is in range and pasture. Those are meat-growing acres, and that is the only practical use for them. If we grow meat on them, they will be here for the next generation. If we try to grow too much grain, they won't. We must save some of this soil for those that follow. That is why it looks like anything that helps to sell more meat helps to solve the biggest share of the farm problem.

**R. A. RATH:** Well, Ted—

**TED ANDERSON:** Just a minute, Rube, I've been worrying this point, but I haven't worn it out yet. Our recipe for success in raising pigs for market is to take 10 bu. of corn and turn it into 100 lbs. of pork, and to make it pay we've got to end up with something that's worth more on the market than the corn was worth in the first place.

I live out in the Ozarks and, if you go out a little farther back in the hills, you will find a different use for corn. They take a half bushel of corn and 6 lbs. of sugar and get a 1-gal. jug full of another commodity that will sell well—better back in the prohibition days.

A man who markets his corn by the gallon doesn't want to have a government man nosing around his place telling him what he can do and mostly what he can't do. I'd hate to see a man come up and tell me what I can or can't do when it comes to raising pigs. That makes it too much like that jug business. We must do everything to move this meat without government help.

When it comes to planning, the kind of planning I like to see is the kind that's been going on right here at this meeting. I like to see the different segments of this industry get together and do their own planning.

About two weeks ago some of us producers were called into Chicago to meet with some of the people from the Meat Institute and a bunch of retailers. The idea was to get our heads together to figure out how to get this big fall run of pigs to market and on the dinner tables of this country. When I saw how you fellows intend to get behind this big fall hog run and do a slam-bang job of selling pork to the eating public, well, it made me feel like getting right back down to Missouri and putting more hogs in the feedlot.

**R. A. RATH:** We'll have more to say about that pork promotion later. It is an example of a special type of job

that the Meat Educational Program has undertaken from time to time. I think we all understand that our basic and biggest job is to strengthen the competitive position of meat among all other foods. But the nature of the meat business is such that in peak production periods we have to give a 180-proof stimulant to demand for items that are in heavy supply and threaten to back up in coolers. Besides the pork promotions, coming up, we've had late summer utility beef promotions, promotions on pot roasting and braising cuts of beef and frequent special promotions on sausage. I think our merchandising promotions on hams and pork loins and pork butts fit in this same category.

You know that no individual company could afford to foot the bill for one of those promotions, particularly when the items that need promoting the most are unbranded. But when the whole industry—packers and retailers—put their combined weight behind an item or group of items, we can come out with a big smash that really does a job.

At the same time, it gives all participating companies a program which their salesmen can use as a background promotion for their own lines. I'd like to get Mr. D'Agostino's opinion on these promotions, but, first, I'd like to pass along a comment a meat packer's salesman brought back from a call on one retailer. Perk up your ears, Patsy. I know you'll have a reply for this one. This retailer represents the old and passing order, I'm sure, but here's what he said. He said, "You fellows get the price of pork loins down to 19c and then see what a selling job we can do!"

**TED ANDERSON:** Whew—\$19 pork loins from \$21 hogs! There may be a few wizards like him who can take a loss on pork and make it up on some other items, but it wouldn't take long to put me out of business.

**PATSY D'AGOSTINO:** Retailers can't do that and stay in business. I don't agree with that retailer. I think that is a very poor excuse for anybody to throw at you because I wouldn't want to see the days of 1933 and 1934 again, although personally I didn't do so badly. But a lot of packers and wholesalers and retailers had a tough struggle.

Above all, we must never forget the masses. I think this Meat Team can very well be said to include the grower, the packer, the retailer and Mrs. America. We must never forget the masses. I would like to say a little more about that, although it wasn't on the script originally, because in too many instances pressure groups are trying to lead people to believe that the retailers are getting a bigger margin than the processor and that the Big Four are taking advantage of the market or that the producers, regardless of what they may sell, are either subsidized by the government or couldn't be the barons with those swimming pools you were talking about before.

I think we can do a good job and re-

(Continued on page 190.)





*Can Your  
SHARP  
FREEZERS  
Do This?*

*Freeze Quickly...KEEP Constantly at 10°F. or Lower*

The big difference between the Sharp Freezer shown above and the usual type of storage freezer, is in the results obtained by

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The same high efficiency of HYDRO-THERMAL SYSTEMS that reduces first-week shrinkage in Cut Meat and Aging Refrigerators, etc., to as little as 1%, will give you comparable savings through better, safer, lower-cost Freezer refrigeration. Let us prove it!

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- THEY PROVIDE NATURAL AIR CIRCULATION blanketing entire room—NO UNNATURAL FORCED AIR CURRENTS to endanger health of workers in Sausage, Bacon and other packing rooms.
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P. O. BOX 209 • TELFORD • PENNSYLVANIA • U. S. A



## Meat Team in Action

(Continued from page 187.)

tain the stability of our market, such as the talk about increased meat production, just by working together as a team and continuing to work for the welfare of all the American people and business, especially, has the money to do it. The only thing they haven't done is the right job in selling the mass public the idea that I as a retailer, you as a packer and he as a grower will never be able to have sound economy in America unless we have sound production, a good day's work for a good day's pay. We are not against labor of

any sort because, as you have seen, today we pay industrial wages that are high. Our workers are getting 52 weeks of work a year and we pay them darn good wages.

This team of selling must have a better understanding among the processors, the growers and the retailers so that we can once and for all have the American consumer on our side, so that they know that any progress we have made in the past ten years has been not for the benefit of getting better profits for the packer or better profits for the farmer or better profits for the retailer. We have not gone into the self-service retail business just to create more profits, but to sell more. Believe me, I

was at the Penn Fruit market many times and I was received very cordially, although I didn't know any of them personally.

I must say that many people will buy six and seven cuts of meat within a shorter time than they would if they had a situation where they had to stand in line and the butcher said, "Make up your mind." I saw a lady in ten minutes pick up seven different cuts of meat, including ox-tail, which is something that is very seldom sold in the store.

This team for doing a better job should continue and I am quite sure that we can sell the American people the idea that anything we do to do a better job tomorrow is planned today and will benefit everybody as a whole.

**R. A. RATH:** Patsy, we're together on that one and we're going ahead full steam with that story. I presume you mean that we are doing, in the main, a job of teaching the consuming public and everybody more respect for meat.

**PATSY D'AGOSTINO:** That is right.

**R. A. RATH:** We are going full steam ahead on the basic nutrition story. And the surveys I've seen do show that we've made substantial progress in teaching the public a greater appreciation of meat's value as a nourishing food. Also, we are able to show, among the country's leading nutritionists, a change of attitude that is all to the good. Back when this program first started, we had an exhibit at one of these conventions in which we quoted from a textbook then used in many of the nation's schools. It stated that Americans could, with advantage, reduce the amount of meat in their diet by about one-half of what they were then eating.

You gentlemen can imagine what would happen if the trend of meat consumption had gone that way—down to less than 70 lbs. per person per year instead of up to 146 lbs.

Well, just this year, an article by Dr. McLester, chairman of the Food and Nutrition Council, published in the official journal of that organization, the *Journal of the American Medical Association*, completely reversed this attitude and announced the arrival of the "protein era in nutrition." He puts a big emphasis on meat as one of the mainstays of this better diet for better health. He says that many nutritionists are beginning to call themselves "Ham-and-Egg Nutritionists." Believe me, that's sweet music to my ears.

Ted, it seems to me that that kind of thinking falls right in with the Department of Agriculture's goal to increase the annual per capita consumption of meat from today's rate of 146 lbs. per person up to 175 lbs. by 1955.

**TED ANDERSON:** We can sure raise the livestock it takes. All we want is some assurance that there will be enough stability to the livestock market to make it at least as much of a paying venture as some other kind of farming would be. This meat advertising program is the sort of thing that gives

(Continued on page 194.)



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**T**hat's not a "\$64.00 question" since practically everybody knows Cudahy's Natural Casings get the call because they are *selected, cleaned, graded, and packed in modern, government-inspected plants* by people who *understand their business*.

We have a variety of casings for every need and our nationwide producing and distributing facilities are equipped to supply you competently and swiftly.

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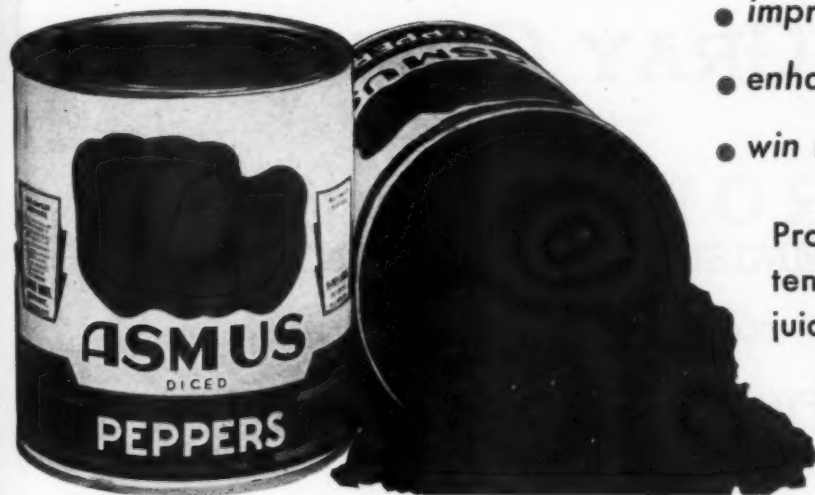
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*Producers and distributors of Beef and Hog Casings*

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- enhance eye-appeal . .
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Processed to a correct  
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Write us today and learn  
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## NOW...Butt Pickling becomes a 1-man operation requiring only 1/4 normal time!

Here is a revolutionary new brine injector that is capable of pickling 1500 to 2000 lbs. cellar trimmed butts per hour . . . thus reducing the time from sixty minutes to fifteen minutes for corresponding number of butts pickled. Injector has four pickle needles which can be set to deliver 1 to 2 ounces of pickle per stroke. Unit is made mostly of non-corrosive and stainless steel. Measuring a compact 20"x50"x41" the unit weighs 150 lbs. and is mounted on wheels to permit convenient movement to the curing vats. The needle header is equipped with springs which strip the pickled butts and actuates the pickle feed valve. Feedway guides can be instantly set from 2 to 5 inches. Unit is powered by a single 1/2 H.P. electric motor equipped with reducers and clutch.

Write today for full particulars regarding this amazing time and labor-saver!



### NEW AUTOMATIC BRINE INJECTOR

This completely new unit incorporates many improvements over the original model used and tested for three years in the Richter plant.

**RICHTER'S FOOD PRODUCTS, INC.**

1040 WEST RANDOLPH STREET

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Products Exclusively in New England**

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**25 BROADWAY, NEW YORK 4, N. Y.**

**BROKERS**

*Covering Metropolitan New York and New Jersey*

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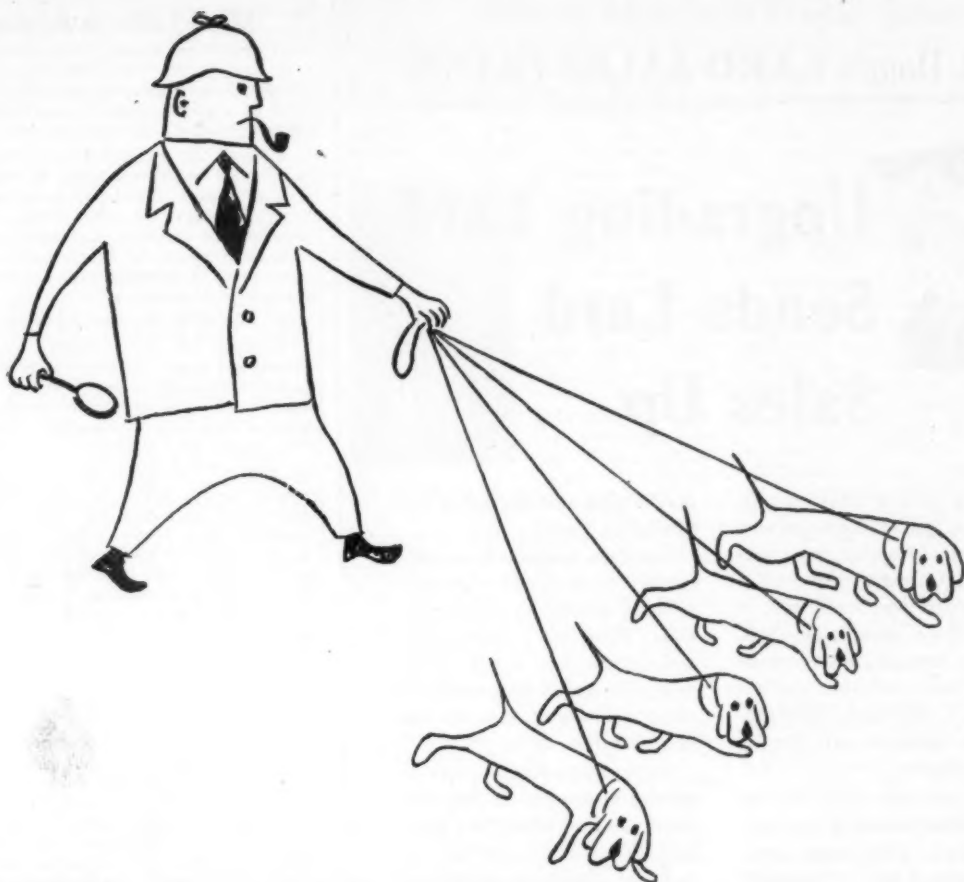
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## Meat Team in Action

(Continued from page 190.)

producers as much assurance that there will be a good market as anything I've seen so far. I'd like to see more of it.

I would like you and Patsy to keep in mind that we have all got to work together on this. We are all in it together and, if we didn't make a living raising livestock on the farm, you fellows would not have much of a business, either. We are all in the same boat and we have to paddle together.

**R. A. RATH:** That is right, Ted.

What do you think, Patsy? You represent the man right on the firing line where the meat is sold. Do you think that retail meat sales of 175 lbs. per person, per year, is wishful thinking.

**PATSY D'AGOSTINO:** It's to be wished for, I'd say. And, if the packers realize, as I'm pretty sure they do from the tone of this meeting, that the competition from other foods is getting tougher, and if they continue to back us up with the kind of advertising they've been giving us, I don't think there's any limit to the amount of volume we could do in meat.

You take the advertising a while back that showed a woman what she could do with a shank of ham. You didn't just run an ad and let it go at that. I'm talking about those promotion packages. That gave the man behind the counter something he could show the customer and get her to lay out \$5 or \$6 for a bigger chunk of meat than she usually bought—and she loved it. That kind of stuff isn't just a one-shot proposition. You'll find retailers reaching under the shelf and pulling out those ham kits any time they're in trouble with ham shanks. Even the people in the East are eating kale with a shank of ham on it. At least we try to let them do it.

**R. A. RATH:** Patsy, I know a lot of retailers have really taken this material you've spoken about and used it. They seem to have done a swell job for themselves and, of course, that helps the packer and the man who grows the animals. Why is it, then, that some retailers get behind these events and some don't?

**PATSY D'AGOSTINO:** Rube, you won't find a wide-awake retailer in this country who isn't interested in the Meat Educational Program. They're all for it because it helps to sell more meat. But they aren't going to come to you; you've got to go to them. A fellow told me the other day about addressing a group of 20 retailers. When he showed them that promotional material, they all asked where they could obtain it. Not one of those retailers in that meeting was up to date on the promotion that was going on.

**R. A. RATH:** That shows that we packers and salesmen have a lot of missionary work and a lot of leg work to do. It stands to reason that we can't realize the full force of this program



unless we get the word to the retailers. That's why the Institute advertising plans are always made very much a part of our salesmen's meetings in our company. And from the beginning it has been a spark plug in firing up the morale of our sales force. They feel that they really have something to offer the retailer.

**PATSY D'AGOSTINO:** I'd like to make another point, if I may. I made this point before, but I would like to repeat it. You know that in self-service operations meat is going to have to stand on its own feet in competition with all the other pretty packages on the shelf. There is a challenge to you because many are reluctant to go into it.

I had lunch with quite a big man of one of the largest chain operations in the country and he said, "Patsy, we wouldn't like to go into self-service meat if we can help it because our meat department can show better profit regardless of how much we watch the butcher; he makes more money on service. But we will have to do it because competition is forcing the deal.

**R. A. RATH:** That's a good point, Patsy. But I see that our time is running out and there's one thing that we haven't discussed much. That's the job of teaching the public what we as an industry do. As you know, there was a new activity in the Meat Educational Program started just this summer. Its purpose is to build a better appreciation of the services of livestock growers, meat packing companies and retailers.

I recall that when this program was still in the planning stage and we decided to tell the whole industry's story, rather than just our own, through the idea of the Meat Team, the question was, "But can this great, far-flung meat industry work together as a team in telling this common story?" I think this discussion here has shown that we can, and that we not only can have better understanding between producers, packers and retailers, but that all of them are anxious to work with each other in trying to sell more meat and in meeting the problems the industry is facing.

I believe George Foster will have something to say on that subject in a few minutes, so I would now like to

## How the Meat Team Works—Foster

**G. M. FOSTER:** We have just heard a panel discussion. In it we heard how the meat industry is now engaged in two separate but very closely related advertising programs—one



G. M. FOSTER

promoting the sale of meat and the other promoting a better public understanding of our meat industry. In my few minutes I am going to discuss a phase of this public relations advertising.

The 12 basic principles on which this program rests have been widely circulated within our industry. I should like to concentrate on basic principle number one. I want to tell you what has been done with the public relations advertising at home, by many of the participating

companies, my own company included.

Experience to date shows that certain common sense principles must be followed if we are to make full use of our public relations advertising at home. The first principle is this: Top management must get solidly behind the program. This means that top management must understand the program and believe in it.

Second, management must delegate the job to competent hands—to a committee or an individual—and management must fix responsibility so that the job will be executed. In either case, the committee or individual must have the support of all departments.

Third, it is a good idea to plan the program so it reaches right into the homes of the company's employees. When you do that, you start to hit "pay dirt."

Where these principles have been followed, results have been excellent.

Some exhibits have been selected from results that have been reported. Some refer to Morrell. I believe that our plants have done a good job in these early stages. But, of course, we don't know all the answers.

The first national advertisement of the public relations series appeared last June. "Follow through" pieces came with the first package—the card, the booklet and the meat team poster. But

thank Ted Anderson and Patsy D'Agostino for appearing on this program.

**WESLEY HARDENBERGH:** I know you all appreciate the contributions of our Meat Team. I know, too, you realize that it involved a lot of work, a lot of rehearsal and a special trip here to the meeting by Ted Anderson, all of which we sincerely appreciate.

These Meat Teams have been working diligently during the last several months in various meat packing communities throughout the country. How these teams have been working, what some of the results have been and some of the work that is ahead will be covered by a man who has contributed a great deal to the development of the industry's public relations program and whose organization has itself demonstrated the workability of that program, and I take great pleasure in presenting Mr. G. M. Foster, chairman of the Institute's committee on public relations and president of the John Morrell & Co.

companies, my own company included.

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Where these principles have been followed, results have been excellent.

Some exhibits have been selected from results that have been reported. Some refer to Morrell. I believe that our plants have done a good job in these early stages. But, of course, we don't know all the answers.

The first national advertisement of the public relations series appeared last June. "Follow through" pieces came with the first package—the card, the booklet and the meat team poster. But

### SAUSAGE IN NATURAL CASINGS

An attractive display of a number of kinds of sausage stuffed in natural casings was the feature of the AMI natural casings exhibit. As in the past, prizes were awarded to those who estimated most closely the weight of the jumbo sausage on display. LEFT: N. Y. Goldfarb, Cudahy Packing Co., Chicago, and N. C. Sappford, Charles May and L. M. Batkiewicz of Wilson & Co., Chicago, all of whom acted as hosts at the natural casings exhibit. RIGHT: J. Munro, Wilson & Co., Chicago, industry member in charge of the exhibit, examines some summer sausage stuffed in natural casings.



before this ad appeared in the magazines, activities were well under way in many member companies.

Most companies started off with introductory management meetings like these (see Photo 1 on this page), where the new public relations program was explained and talked over. At these meetings the job was delegated.

The management meetings were followed in some plants by meetings of the steering committees (see Photo 2 on this page). Here are two in action. Many companies found the committee approach best. In others, one man carried the full responsibility. But in either case, wherever a good job was done, responsibility was fixed and all departments of the company cooperated.

The next step was telling the super-

red booklet, "MEAT—How it serves you . . . the soil . . . the nation." Its 16 pages tell the basic story of our industry. The booklet aims to give us all a feeling of pride in our jobs. It gives us the true story of the meat industry. As ambassadors of the industry, all of us—management and the rank and file—must be proud of our jobs and must know the truth about our industry. Getting this booklet read by plant and office people is good public relations beginning at home. It is also good industrial relations.

This brings up the question, "how were our people encouraged to read the booklet?"

The quiz contest (see Photo 4 on

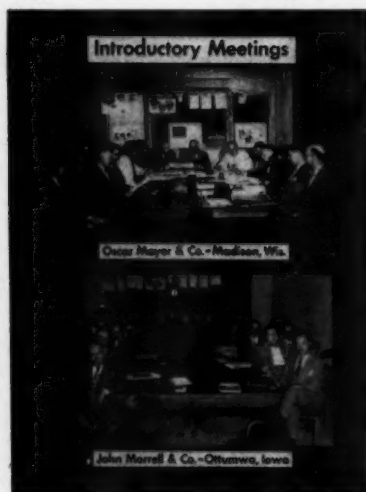


PHOTO 1: MEETINGS

visory staff about the overall industry program and the specific company program (see Photo 3, this page). Of course, many companies, in addition to those referred to, held a large number of similar meetings.

You all are familiar with the little

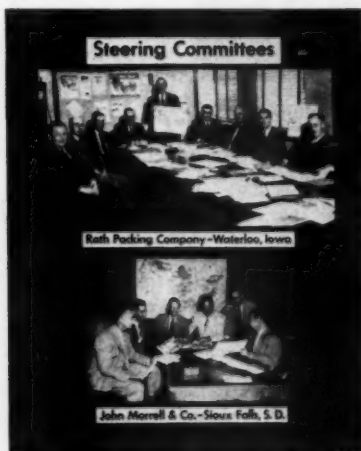


PHOTO 2: MEETINGS

this page) for employees and their families was one answer. The contest was called "Bring Home the Bacon," and it has proved to be a successful device for making a game out of reading the booklet. Contest blanks and booklets were mailed to employees' homes, or were given out personally by foremen

PHOTOGRAPHS 4 AND 5

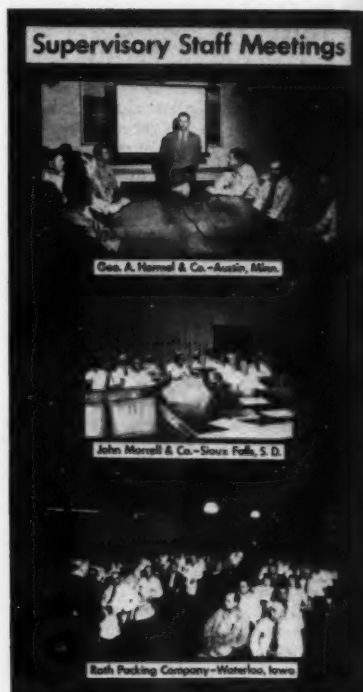


PHOTO 3: MEETINGS

and department heads in various plants.

Bulletin board posters like those shown in Photo 5 fanned contest enthusiasm, "Bring Home the Bacon, Win a Prize." The tempting prizes were often displayed in the plant where they could be seen and admired. Naturally, all this generated a lot of discussion about the contest questions. There were discussions over the family dinner table, and in many homes the contest was a family affair. This is a fine example of reaching into the homes of our own people with our public relations advertising program.

Contest entries swamped the steering committee members—like our Ottumwa people. And as the number of contest



entries were totaled, it was evident that good public relations had already begun at home. Contest participation ranged from 20 per cent, a mighty good figure, to 41 per cent. I can't resist saying that the 41 per cent was at our Ottumwa, Ia., plant.

Prizes were awarded in ways that gave more opportunities to tell employees the story of the meat industry.

The red "Meat" booklet did a lot more work. It was mailed to the homes of livestock producers and stockholders,—all of whom are members of the meat industry family,—all are ambassadors for the industry. Here is another example of starting the public relations program at home. Several companies mailed the red booklet to their shareholders, to bankers, to editors—and to other community leaders.

The work of the booklet was supplemented by other types of ammunition. Posters were put on plant and office bulletin boards. Oscar Mayer & Co. painted an outdoor poster with a bright red background and hung it on the plant wall where it could be seen for a city block.

Company magazines (see Photo 6, this page) went to bat with stories and pictures telling about the meat team and how meat serves you, the soil and the nation.

Advertising by member companies in newspapers and over the radio (see Photo 8 this page) helped bring the story home to the companies' friends and neighbors. Several companies brought the meat team to life, and people like Horace Cable, livestock producer in Waterloo, Ia.; "Yank" Anderson, meat processor in Austin, Minnesota; and Herman Schwarz, meat retailer in Madison, Wisconsin, saw their pictures in newspaper advertisements such as are shown in Photo 10, page 198.

In some communities these meat teams went on the air, telling the story of meat, from farm to home plate, in their own words and in terms of their own communities. Naturally this local meat team activity caused considerable



PHOTO 6: HOUSE ORGANS

comment and interest among livestock producers, packinghouse employees and retailers as well as the general public. There is every evidence that we have a big idea in the meat team. Properly handled at the local level, it should help us build understanding of our industry with our own people and with the public.

You can't have this much activity in a plant without building a springboard for newspaper stories. The articles pictured here (see Photo 7, this page) traced the progress of the quiz contest and other activities at the plants. These two-page-size newspaper stories were inspired by the program and told how the Rath and Oscar Mayer

companies are serving their communities and the nation.

The retailer kit has been distributed by the great majority of companies. Retailers have backed the program with tie-in newspaper ads and store promotions of their own (see Photos 10 and 11, page 198) as you see here. One fine retailer tie-in was the National Tea two-page ad. It invited readers to meet National Tea's own Meat Supply team.

We have made only a start on this job of building a clear understanding of the American meat industry in the minds of the American people. Just recently our companies received the third plan for action kit, which sug-

PHOTOGRAPHS 7 AND 8



-AND IN RADIO COMMERCIALS





gests ways of carrying the story of our industry into the schools. The third national advertisement appears in the current issue of *The Saturday Evening Post*. I regard this advertisement as a classic of its kind.

The fourth national advertisement of this series will run in late November in *Life* and *The Saturday Evening Post*.

Plans are being made to continue this long-range program. But, advertisements alone are not enough. This battle for public understanding of our industry needs the active support of every company at its own grass roots. For no truer words have ever been spoken than these: *good public relations begin at home.*

I believe in this program. There is

#### PHOTOGRAPHS 10 AND 11

ever growing evidence that it is working. I believe that if we keep it up, and

work at it in our own companies, it will do a lot for us. I hope you feel the same way and will translate your belief into the most effective action.

### HARNESSING THE PROGRAM'S ADVERTISING

**WESLEY HARDENBERGH:** Thank you very much, Mr. Foster. I am sure that you told this group the things that will make them more aware than they were of the great potential in this public relations program.

One phase of this educational job has been to demonstrate how individual companies through their salesmen and their retail customers can make full use of this program to improve their own selling and better their public relations.

Great strides have been made in that direction during the last two years and more and more members are using the program for this purpose. Mr. John C. Milton, manager of the Institute's sales service division, has worked with a great many meat packers and meat retailers throughout the country in the development of proper tools needed to accomplish this job. He has found there are many ways to harness this advertising and he is going to take a few minutes this morning to highlight some of them.

**JACK MILTON:** It is very pleasant to be invited to start all over again from where I started last year, because the only premise upon which I can approach the subject of the utilization of advertising is upon the premise that good advertising is the kind of advertising that produces the desire to sell as well as the desire to buy.

This kind of advertising must be planned. It must be built into the plan from the start. I should like to remind you again that this just does not happen, and it did not happen in this case.

I am going to step out of character for a moment and say to the packing industry something that I have wanted to say ever since my association with the Meat Educational Program. We have a fine department of public relations; we have a fine advertising department in our own organization. We have the counsel of more than a hundred concerns in the packing business. We have a fine ad-



**JACK MILTON**



#### PHOTO 10: LIVE MEAT TEAMS

Some packing plants localized and vitalized their own meat team advertisements by using in them photographs of actual packing plant workers, livestock producers and meat retailers. Such an approach gave the ads a real "grass roots" appeal for the workers, consumers, farmers and meat dealers of the neighboring territory. Suggestions were made by the AMI to all participating packers that they capitalize on the "home town" appeal in connection with their own efforts in the program.



vertising agency. We have a combined experience in one man for whom I have a great appreciation, having been a competitor of his, of over 50 years in public relations and advertising. My own experience with the packing industry and packing advertising covers 25 to 30 years. Associated with me is a field organization whose combined experience in promotion is about 150 years. And I ask of you as packers, knowing that in the hands of a planning committee of about 20 companies with the most efficient advertising managers sitting as a subcommittee, where can you get better advertising counsel on the subject of meat advertising when you combine it with a fine agency and all the counsel it can bring us?

I make that point in passing because I am permitted to say to you today that in anticipation of next year's advertising, about 20 per cent of the people who supported the program last year have already given us their commitments of support for this year.

### Must Create Desire to Sell

I will go into this utilization program without further explanation. The ads used are planned. Into them is built the desire to sell that Patsy referred to. A promotion kit including sales training material accompanies each ad. Sometimes ads that get particularly good response are repeated.

(Several of the advertisements in the series were shown to the audience.)

We enlarged the ham promotion kit a

### SALES CONSTRUCTION AND PLANT PRODUCTION

RIGHT: Product sales are the concern of this group of John Morrell & Co. representatives. Shown left to right are F. J. Hallstein, manager, Gansevoort branch, New York; E. L. Cleary, Brooklyn branch; J. C. Cannon, savory food sales, and J. S. Austin, sales manager, Ottumwa. LEFT: What is new in plant construction concerns: Benjamin Belack, vice president, Friedman & Belack, Inc., Philadelphia; Morris Fruchtbau, packinghouse engineer and architect, Philadelphia, and Joseph Stein, president, and Bert Stein, secretary, of Franklin Provision Co., Philadelphia.

bit this spring and instead of using 30,000, as we did with the first appearance of the ad, we increased the number that were distributed to the retailers of this country to 95,000, this time largely at the request of our participants rather than at the request of our retailers as it had been the year before.

You will recall that we had a frankfurters and cold cuts kit. We presented 55,000 of these kits. We had to reproduce some parts of it and assemble other parts. We had a total of 74,000 requests of participants in this program for this distribution.

### Program Has Grown

Let me give you the history of these promotion kits, starting back in 1948: 30,000 for the first appearance of the ham ad in June 1948; for the pork sausage promotion in November 1948, 59,961; for the pork loin promotion in December, 48,739; the repeat of the ham ad in April, 59,100; franks and cold cuts in May 1949, 74,000; pork butt in June 1949, 38,292.

And one of the very interesting things about one of these ham ads was that the ad itself was repeated in a newspaper by one of our leading retailers throughout an entire division as late as December. This shows how thoroughly the desire to sell is built into these items because it creates the desire to buy on the part of the consumer.

The Meat Educational Program is an all-inclusive term. It means an overall opportunity for sales training in the use of advertising for retailer training. Last year I showed you some of the things that participants used in connection with this advertising. That has grown so much that I cannot go into it as much as I should like and as much as I can, individually, with various participants when we sit down. But let me show you just two or three things we like.

About 30 packers run a special bulletin in connection with the Meat Educational Program. I think you will see in each one of those bulletins the seal for participation in the Meat Educational Program, which we talked about last year and which was lacking. Some are weekly; some twice a month, but all of



### THREE PAIRS OF EASTERNERS

TOP: Oliver Gibbs and C. E. Brown, John Morrell & Co., Newark, N. J. CENTER: Wm. G. Joyce, jr., Wm. G. Joyce, Boston, and E. M. Thompson, Boston & Maine Railroad, Boston. BOTTOM: E. C. Porter, sausage superintendent, Gwaltney Packing Co., Kinston, N. C., and Charles Schnurman, J. Raphael & Sons, New York.

them are talking about the Meat Educational Program to their salesmen in single-page bulletins.

One of the uses of this program which has very seldom been considered and which has been overlooked by so many of our salesmen is the opportunity to make it helpful to advertising retailers. An instance in which one of our participants has done an outstanding job, not only for his own company but for a group of retailers, is a company which in December 1948 was using three col-



umns by 18 in.; today it is using five columns by 18 in. and 25 per cent of its advertising is devoted to meat.

What is ahead? We are looking for the biggest pork supply that we have had since the war. This program has unlimited possibilities for promotion if the imagination of the man who carries it can visualize the problems of the industry, the problems of his company and the problems of his retailers. Let's look at a December-November possibility.

(Future advertisements on pork as a complete protein food, containing the B-vitamins, iron, etc., were displayed.)

"Nourishing pork." Ten years ago you couldn't have taken an industry program and gotten behind one particular kind of meat. You could have moved an over-load of hams or of loins, perhaps, but today you are talking about pork—one segment of your business—and projecting it to the public simultaneously, with a possibility of every retailer also projecting it.

It is an opportunity to project to this country the problems of the industry at a time when we need to do that. And what can be done with pork can be done later on with beef, if you so desire. It has possibilities for those who are interested in using it.

**WESLEY HARDENBERGH:** In these days of political action and public pressure, it seems to me we should be alerted to the problems and be aggressive in working to solve them. Only a few years ago 40 per cent of our population lived on farms. Today, only about 20 per cent of our 150,000,000 people live on farms. Agriculture, formerly one of the most dominant groups of our society, has become a minority group. That fact is of the greatest importance to agriculture and to the industries associated with agriculture, for it means that more and more people are becoming unaware of the simple, homely but significant facts about food production and marketing that so often mark the difference between understanding and misunderstanding.

Then, too, in the industries associated with agriculture, as in most industries today, strange philosophies, all too often, are being preached that apparently are designed to cause conflict and confusion. In the face of such developments it is not merely important, it is imperative, that industry tell its story. It is our best safeguard—perhaps our only safeguard.

It therefore gives me great pleasure to be able to announce that, at the meeting yesterday, the Institute's board of directors authorized the staff to act to bring about the continuance of this vital program for another year.

As all of you, I think, know, the continuance of this program depends, in the final analysis, not on the action of the board but on the participation and support of members of the industry. The benefits of this program are great. I think you will admit that the cost is relatively small. As Mr. Foster and Mr.

## Upstairs and Downstairs in the Waldorf

1. Harry L. Sparks, president, H. L. Sparks & Co., National Stock Yards, Ill.; R. L. Fox, livestock and wool division, Farm Credit Administration, USDA, and M. J. Sheffield, manager, Grand Valley Packing Co., Ionia, Mich.
2. Bill Reece, American Meat Institute, Chicago, and Bill Reece, jr., University of Illinois, Urbana, Ill.
3. Jack Hark and Sid Hark, both of Hark Beef Co., Boston, and A. Shapiro, vice president, Granite State Packing Co., Inc., Manchester, N. H.
4. Howard Levi, treasurer, and Siegfried Levi, president, both of Levi Oppenheimer Corp., Brooklyn, N. Y., and Harry Dresner, manager, Lipoff's Wholesale Meats, Philadelphia.
5. Carl Philips, broker, New York city.
6. W. J. Van Valkenburgh, comptroller, S. Edgar Danahy, chairman of the board, and A. J. Danahy, vice president, all of Danahy Packing Co., Buffalo.
7. Betty Mae Mook, Wesley Hardenbergh, president, and Betty Jo Murphy, all of the American Meat Institute, Chicago.
8. Ted Brown, Preservaline Mfg. Co., Brooklyn, N. Y.; Louis Moellering, vice president, Lohrey Packing Co.; Cincinnati, and Joe Ryan of Preservaline.
9. Gus Juengling, jr., president, Gus Juengling & Son, Inc., Cincinnati; Mrs. Juengling, and C. Oscar Schmidt, jr., president, Cincinnati Butchers' Supply Co., Cincinnati, O.
10. E. M. Stickle, manager, fresh and smoked sausage department, Armour and Company, Chicago, and L. M. Stone, merchandise manager, pork and provisions, The Kroger Co., Cincinnati, O.
11. Lewis Alderfer, Lewis M. Alderfer, Harleysville, Pa.; J. O. Strigle, J. O. Spice

and Cure Co., Baltimore, and Carl Koennecke of Lewis M. Alderfer.

12. Frank Warner, retired, Armour and Company, and P. H. Playfair, Thos. Playfair Pty. Ltd., Sydney, Australia.

13. Daniel Dohm, jr., president, Dohm & Nelke, Inc., St. Louis, and A. T. Spencer, vice president, Wm. Davies Co., Inc., Chicago.

14. J. H. Bender, provision department, Rath Packing Co., Waterloo, and August Bauer, general manager, Plymouth Rock Provision Co., New York city.

15. L. S. Briggs, secretary-treasurer, Briggs & Co., Washington, D. C.; "Pee Wee" Hughes of Wm. J. Stange Co., Chicago, and R. C. Briggs, Briggs & Co.

16. Edward R. Swem, vice president and editor, *The National Provisioner*, Chicago; A. H. Noelke, secretary-treasurer, and Adele Conroy, both of Meat Industry Supply and Equipment Association, Chicago.

17. David Isacovitz, broker, Reading, Pa.; Harry K. Lax of F. C. Rogers Co., Philadelphia broker, and Charles C. Isacovitz, broker, New York.

18. J. A. Willoughby, general superintendent, R. L. Zeigler, Inc., Tuscaloosa, Ala.; W. E. Kicker, president, and P. G. Phillips, both of Custom Food Products, Inc., Chicago, and W. P. Brown, plant superintendent, R. L. Zeigler, Inc., Bessemer, Ala.

19. Mrs. Kunzler and Chris C. Kunzler, secretary, Kunzler & Co., Inc., Lancaster, Pa.

20. H. L. Holmquist and M. C. Phillips, vice president, both of the Griffith Laboratories, Chicago; J. W. Crawford, purchasing agent, Wm. Schluderberg-T. J. Kurdle Co., Baltimore; Del Corbier, assistant to the president, Hunter Packing Co., E. St. Louis, Ill.

Milton pointed out, a good many companies have learned how to get a great deal more out of this program than the general over-all benefits, great and important as they are. If there are any of you who have any questions about the value of participation, we urge you either to talk with your neighbor or with us. This wonderful program, the envy of many other industries, is your greatest protection for the future, protection for the market for your products, protection for your public relations.

You need this program and we respectfully submit that it deserves your support.

**H. B. HUNTINGTON:** The next speaker this morning has had a diversified experience in the meat packing industry, in the real estate field and in retail food merchandising.

After his graduation from the University of Chicago, Mr. Joseph B. Hall began his business career as a bookkeeper with Morris & Co., Chicago. Two years later he entered the real estate field and subsequently became president of a bond and mortgage com-

pany and executive secretary of the Chicago Mortgage Bankers Association. He left the association to become assistant manager of the real estate department of the Continental Illinois Bank and Trust Co.

He joined Kroger Co. as manager of its real estate department in Cincinnati and later transferred to the retail division. After serving as branch manager in St. Louis and as eastern division manager, he was named vice president in charge of manufacturing and was elected a director of the company. He was made treasurer in 1943, executive vice president in 1944 and president in 1946.

Mr. Hall is president of Manufacturers and Merchants Indemnity Co., the Ohio Fire Safety Committee and Citizens Development Committee of Cincinnati and vice president of the Ohio State Council of Retail Merchants. He is a director of many organizations, including the Cincinnati branch of the Federal Reserve Board and the American Management Association.

He will speak on the subject, "Evolution and Understanding."



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J. B. HALL

# Packers Urged to Be Alert to What Consumers Want

**JOSEPH B. HALL:** It is a pleasure to be on the program of the American Meat Institute, which has done so much for the meat industry. The Institute, or its predecessor organization, has been in operation almost as long as Kroger has been incorporated. "Forty-eight years of continuous dividends" appears on our dividend inserts. Certainly you can talk of 43 years of continuous dividends to your members.

In recent years Kroger has placed increased emphasis on selling. The same can be said for the Institute. Your "Plan for Action"—Parts 1, 2 and 3—covers the field of meat selling in all its phases. It should be productive of good results for you and for us. You have seen and been a part of the evolution of the meat packing industry. You know the changes that have taken place.

It has been said that we can be sure of nothing but death and taxes. To these two should be added "change," for certainly life never stands still. It evolves or revolves, both of which seem to leave your head in a spin a good part of the time. The law of constant change applies as fully to the life of a business as it does to the life of a man. The business which cannot adapt itself to an altered environment is a business whose prosperity will vanish as conditions change.

Early in the present century, for example, most of our wagon-building companies were sadly damaged by the arrival of the automobile. But one such company—Studebaker—accepted evolution by manufacturing automobiles and made a great deal more money out of horseless carriages than it had ever made on vehicles with four-legged propulsion.

Evolution certainly has occurred in the food business. The Kroger Company is a good example. In 1929 we operated more than 5,600 stores. In 1949 we are operating nearer 2,300. At first sight, we might seem to be disappearing rather than evolving. But let me hasten to add that, whereas in 1929 our average store did a business of about \$1,000 a week,

our average store now does a business of over \$1,000 a day. From a 1929 volume of \$286,000,000 we have progressed to a 1948 volume of \$825,000,000. And our 1948 net was \$9,300,000 against \$5,900,000 in 1929. The trend toward fewer but very much larger units has been a very successful trend. It has been accentuated by the development of the self-service store, which has enabled a small number of store people to serve a large number of customers, and by the manner in which the automobile has expanded the trading area of each Kroger unit.

## Trend Toward Fewer Units

Handling of meats has evolved. During the early thirties when I first came with Kroger, there were still some country stores where cattle were slaughtered in the rear of the premises for sale in the store. I recall the older meat cases in the stores at that time with the ice bunkers, single glass cases which would not hold refrigeration. Most of our meat coolers were small—in keeping, I must admit, with the volume of the stores.

Kroger did not originally handle meats. When the late B. H. (Barney) Kroger opened the first Kroger store in 1882, he sold nothing but groceries. Indeed, food chain stores began chiefly as tea and coffee specialty shops. Mr. Kroger originally did business under the name of The Great Western Tea Co., and even such staples as flour and potatoes were not added for some time. And although Kroger was one of the first grocery chains—perhaps the first—to go into the meat business, meats were not included until 1901, 20 years after the foundation of the company. And they arrived not because Mr. Kroger decided, as a matter of policy, that meats would be a valuable addition to Kroger merchandise, but because Mr. Kroger had the opportunity to buy a group of meat stores. Thus, meat arrived as a stranger within the gates. Indeed, about 500 of our 2,300 stores are even now operating without a meat department, although these are nearly all

older and smaller stores which represent yesterday rather than today.

We can look back to the earlier days in the chain food business when too much emphasis was placed on price. A friend of mine recently sent me a Kroger ad of 1905. Here are the meat items included:

Fine Sugar-Cured Cottage Hams.....	9c
Choice Corned Beef (Rumps).....	6c
Fresh Pork Shoulders.....	6½c
Good Old-Fashioned Bologna.....	6c

This emphasis on price applied to dry groceries and produce as well as meat. The term "chain store quality" was used by some consumers to mean lower quality—and, unfortunately, they were right. But, fortunately, the importance of quality was recognized and changes were made so that today Kroger is looked to for quality, especially in meats.

## Emphasis on Quality

The importance of quality also has been recognized in the meat packing industry. Long-range programs were planned to emphasize in the minds of the producers the need for better quality cattle. This resulted in the improvement in breeding for better type beef cattle and the increased number of cattle that are now being fed before marketing.

I understand there is also a program now in effect for the better breeding and raising of leaner hogs. There has been a general improvement in your products, particularly hams, bacon and sausage products. Quality meats make satisfied customers.

Your improved methods of wrapping and packaging merchandise distributed to stores by your refrigerated trucks add many hours of fresh life to the products when placed on display and offered for sale in stores.

The evolution of our meat merchandising program has been quite interesting. Improvement was being made in the quality of our meats but the progress was slow. Tenderay furnished the impetus, the tool with which we could



do the job. I was in Cleveland when the Tenderay experiments were being conducted at the Mellon Institute in Pittsburgh, in cooperation with Westinghouse. I maintained close contact with the scientific studies. When a practical test was needed, I requested that it be held in the Cleveland branch.

Tenderay was a quality concept; it placed emphasis on better beef in the stores. Higher standards were established, coupled with the advantages of Tenderay. Kroger became known for its beef quality and business improved—not only the meat business but the business of the entire store. As Walter Fitzgibbon, our director of meat merchandising, says, "If you get the beef business, you get the meat business. If you get the meat business you get the grocery and produce business."

### Merchandising Around Meat

When OPA restrictions were lifted, we adopted the policy of using meat for our major merchandising push. Special emphasis was placed on quality. Tenderay beef was the headliner, and here we had a problem. The first Tenderay installation was our own at Cleveland. Carcass beef was purchased and processed. Several Tenderay rooms were established in other plants, including Columbus and Cincinnati. But there were not sufficient sources of supply to handle all our branches and we wished to get out of the packinghouse business. The margins of profit in the chain food business were low enough without worrying about the lower margins of meat packing. Tenderay operations were established by several packers in our territory. As the number increased we were able to sell our packinghouses. There are now 16 Tenderay plants in our territory operated by meat packers. So our meat men can now devote their time to merchandising problems at the retail level.

Along with our meat quality program came emphasis on beef-cutting methods. "Meat cut by the ruler" became the order of the day. Instructions were distributed throughout the company on correct cutting of meats so the customer would always be sure of a value. I wish I could show all of you our film, "Never Keep a Good Steak Waiting." It stresses our quality program and meat cutting methods and, incidentally, does a meat selling job as well. It has been shown to the entire Kroger organization. In addition, about 1,000,000 other people have seen the film—at 1,931 outside meetings and 14 television broadcasts.

Self-service meat is a good example of evolution. From the old-style ice bunker case to the modern self-service meat case is quite a transition. I was in one of our newest stores about a month ago. In this store 84 ft. of self-service meat cases present a complete assortment of meat products for selection by the customer. There is no waiting for preparation. The customer selects the package that fits her needs and is on her way. Attendants behind the

counter service the cases and procure special cuts when desired.

Proper quality and meat cutting methods become of special importance in self-service meat stores. A dissatisfied customer has no one to whom to complain. She just does not come back. Proper control of freshness becomes all-important.

I shall not attempt to discuss the evolution of self-service meats. It has been handled effectively by certain of your members. The report published by Armour and Company in May of this year showed that 700 stores had gone to complete self-service during the previous year and thousands selling their meats on a self-service basis. The trend is accelerating.

The trend has had consumer acceptance. Self-service meats have resulted in a higher volume of meat sales to total store sales. Greater emphasis on quality and cutting methods is needed. The customer sees the product on display and buys from appearance. She will not buy the steak with too much tail nor the roast with too much bone. She will continue to buy if the quality and cutting methods are right. Consumer confidence is built through maintenance of sound merchandising policies.

### Pre-packaging by Packer

Evolution will continue. When I see the self-service meat cases today, I recall early experiments in Kroger with pre-cut meats. They were used at that time in an attempt to answer the problem of the small-volume store. The pre-cut meats—in consumer packages—were distributed from a central point to the stores. The idea was good in theory but it did not work in practice. The volume was not sufficient to allow for preparation in the store and the problem of freshness was not answered on the meat packaged at a central point. This cutting and wrapping in the store has been necessary up to the present time. But I predict that our fresh meats will be packaged at a central point by your organizations, just as you are packaging many of your other products at the present time. When the time arrives—and it is not too far distant—you will have brand identification on the consumer packages and the quality of your products and the cutting methods used will be as important to you as they are to us at the moment.

All of us have much to learn in the handling of meats. We do not know how rapidly quick-frozen meats will develop. Recently we have seen a reversal of the trend in connection with poultry. Tray-packed, pan-ready, cut-up fresh chickens are outselling the quick-frozen product.

Quick-frozen cuts of meat—rolled roasts, steaks and other items—have not sold well in competition with fresh-cut, wrapped meats in self-service. Improvement in quality of the frozen product and equipment needed to protect this quality may reverse this trend. So rapid have been the changes in refrigeration equipment, as well as other store

equipment, that we frequently say a store is partially obsolete when it is opened.

Evolution of the meat industry results in problems but they are problems of improving the raising, processing and distribution of these all-important products to our boss, the consumer. We must learn what she wants. We must study her desires. We must develop an understanding of our mutual problems. When we have a proper understanding we can make faster progress working together.

### Emphasis Shifted to Selling

Let me leave the meat business and discuss this development of understanding which we feel is so important to the proper functioning of Kroger. In the evolution of our organization over the last few years, emphasis was shifted from buying to selling. Previously we operated on a functional basis, with one man responsible for buying and the other man for selling. Sometimes there was friction between these two men. If, for instance, the merchandise failed to sell, the sales promotion man claimed the merchandise was inferior; whereupon the buyer would intimate that the promotion man had missed his true vocation and should be farming or cleaning the streets. That problem was solved by making one man both buyer and seller. He was called a merchandiser. He became responsible for the sale of everything he bought. The new setup was a great improvement because the merchandiser, as much concerned with sales as with purchases, followed through on his merchandise until it reached the customer's kitchen.

One of the interesting results of this change was the greater cooperation with the suppliers of merchandise. With emphasis on selling, we worked with our suppliers to sell more of their merchandise through our stores. It developed cooperation with their advertising programs. It resulted in meetings with suppliers to secure a better understanding of their problems and they of ours, so better follow-through and results could be obtained. Some of the most important of these were with you men in the meat packing industry.

You are familiar with the traditional method of our buyers going through the cooler and selecting the individual carcasses of beef and tagging them for stores. I was exposed to this in my period of training for the operating side of the business. This individual carcass selection did not appear to me to be necessary if a proper understanding existed as to the type of beef required by us. If the packers knew the Kroger quality, we could rely upon them to furnish the quality of beef for our stores. Progress has been made in this respect. Standing orders for shipments of meats, according to our quality standards, are made in many of our branches. These meats are distributed to our stores in many instances before the price has been agreed upon. This is an example of development of understanding between you and us, which

eliminates the time and cost of individual selection of carcasses.

This problem of developing understanding is an interesting one. In Kroger we try to operate through developing understanding as a result of discussions, rather than operating through a series of orders. We recognize two kinds of responsibility—vertical responsibility and horizontal responsibility. Vertical responsibility is the type of responsibility that is found in all sizable organizations. In our company it centers in the field men and flows from the general manager of operations, to the division manager, the branch manager, the district manager and the store manager. This is the line along which instructions flow and, we trust, are followed through.

Horizontal responsibility centers in the merchandising groups and staff departments in general office. Their responsibility is beyond mere advisory capacity. We look to the merchandising department for sales, gross profit and inventory control. We look to the personnel department for developing sufficient candidates for positions in the company, to the real estate department for establishment of proper store programs. This responsibility is exercised through leadership, through instructions and suggestions, by projecting plans and ideas, by building confidence. Ideas are sold—orders are not given. There is no line authority for this group.

### Lines of Responsibility

Friction develops at times through our recognition of both vertical and horizontal responsibilities, but this friction is a result of initiative on the part of the various departments rather than resentment because of too many orders. It can nearly always be resolved by top executive vigilance and action. Every effort is made to develop maximum initiative through development of understanding of policies and programs and allowing the executives to exercise their judgment and initiative rather than restricting them to carrying out orders.

Development of understanding was the main activity of the British War Cabinet. The operation of the Cabinet was outlined in mimeographed material sent to Mr. Forrester, former Secretary of Defense, during the War. He allowed me to borrow it two years ago when I was studying organizational problems. Mr. Forrester was attempting to pattern the United States military defense along the lines of the effective British organization. The War Cabinet, composed of top men in armed services, industry and governmental positions, met frequently to discuss problems until an understanding was reached as to the course of action to be taken. The Cabinet, as such, issued no orders. Each individual in his field of activity would carry out this understanding to the best of his ability, with the least restriction on his efforts.

To a large extent Kroger also functions in this manner. Through discus-

## OUTSIDE-THE-INDUSTRY LEADERS PRAISE INSTITUTE

Paul S. Willis, president, Grocery Manufacturers of America: "The common interest between the American Meat Institute and Grocery Manufacturers of America is not limited to the use of meat but applies equally to our mutual interests in the welfare of the nation and in making that interest known through the medium of good public relations. At this point I would like to compliment the Meat Institute for the splendid job it is doing."

David F. Austin, vice president, United States Steel: "The invitation to appear on your program renewed my interest in the American Meat Institute and in the industry it serves. As a steel man, I already had some knowledge of your activities, but as this was enlarged by further inquiry I found myself marveling at the scope and effectiveness of such activities. Your organization plays a vital role in our economy. I feel honored to have been asked to address you."

Joseph B. Hall, president, The Kroger Co.: "It is a pleasure to appear

on the program of the American Meat Institute, which has done so much for the meat industry. The Institute, or its predecessor organization, has been in operation almost as long as Kroger has been incorporated. 'Forty-eight years of continuous dividends' appears on our dividend inserts. Certainly you can talk of 43 years of continuous dividends to your members!"

Patsy D'Agostino, past president, National Association of Retail Grocers: "I believe that the Meat Educational Program is one of the most important and helpful things that ever happened in the meat business. The store material, such as posters and booklets and many of the other pieces showing different cuts of meat and various advertising that the American Meat Institute has been doing in the last ten years, have done a great deal in educating not only the consumer but also his meat man. . . . I think it has been a great help to do the job that was necessary to do so that meat could be better understood by the consumer."

sions we arrive at certain policies or programs. By means of meetings we develop an understanding of this program. We then expect the men in the various fields of responsibility to carry out the program. Specific orders frequently limit a man's scope to carrying out only what is called for in the order. When a man understands a general program and is given a reasonably free hand in carrying it out, he may make a much broader contribution to the program's success. This applies not only in the relationship of the staff departments to the field—horizontal responsibility—but in the line responsibilities—general office to branch, to districts, to stores. Many meetings are held to develop an understanding of the problems involved and the solutions suggested.

A policy or a program may originate with the general office merchandisers. This policy or program is not, however, established until it has been thoroughly discussed with division and branch merchandisers and with division and branch managers. We expect that the man who does not approve the suggested policy or program will express his objections in a clear and audible voice and we are very rarely disappointed in this expectation. It is true that after a proposal has been thoroughly studied and the majority clearly favor it, we then expect everybody to put his shoulder to the wheel. But many an idea that seemed good to its originator has been torn to pieces at divisional and branch meetings.

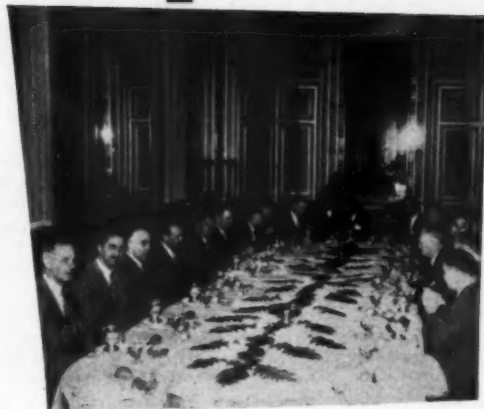
The process of developing the facts, discussing the problem and selling it to the organization requires more time, patience and effort than the process of issuing orders. On the other hand, it encourages initiative, it diminishes

the chances of error and it guarantees that programs are being carried out by men who are sold on them.

Development of understanding is not confined within the Kroger organization. So many of our mutual problems can be solved through a better understanding of all factors involved. That is why we hold so many meetings with our suppliers. We do it to determine your problems and how we can be of assistance, to outline our problems so you can better understand our operations—always looking toward closer cooperation to better serve our boss, the consumer, and to sell more of your products through our stores.

Certainly the "Plan for Action" of the American Meat Institute is based on developing understanding within the team itself—producer, processor and retailer. The chart in *United States News* of June 24 is a clear explanation of meat prices from steer to steak. The breakdown of a side of beef in the *Saturday Evening Post* and *Life* ads is most colorful and instructive. The booklet, "To Help You Answer Her Questions About Meat," was directed toward better understanding. And, of course, the facts about "Meat—How It Serves the People . . . the Soil . . . the Nation,"—the theme of the campaign—prepared especially for the schools, served this same purpose for the future meat customers of all of us connected with the meat industry.

It is not alone in our business or your business that we have this continuing evolution that requires constant seeking after the facts in the situation to develop proper understanding. It is in all phases of human activity—management and labor, business and government and international relations.



## Session 6

WEDNESDAY

### AFTERNOON

"Americans All"—Dr. Daniel A. Poling, page 205

"Business Ahead as I See It"—Dr. Sumner H. Slichter, page 232

Business Meeting, page 247

### EVENING

"Forty-Fourth Annual Banquet"—speaker,  
Dr. Franklyn B. Snyder, page 211

**T**HE meeting convened at 2 p.m. with Cornelius Noble, a member of the board of directors of the American Meat Institute, presiding.

**CORNELIUS NOBLE:** The afternoon session will now come to order.

The first speaker this afternoon is a man who has achieved distinction as a minister, editor, novelist, radio speaker, leader in civic movements and counselor and friend of youth, Dr. Daniel A. Poling, editor of *The Christian Herald*. Dr. Poling earned a college degree before he became of age and now holds two earned and nine honorary degrees. He was a football player, track man, played championship basketball and later he worked as a lumberjack. For ten years he was pastor of Marble Collegiate Church in New York. In 1936 he became pastor of Baptist Temple in Philadelphia, where he continues as chaplain of the four chaplains. This, as you may know, is an interfaith shrine and memorial to the four young clergymen of three faiths who lost their lives in the sinking of the *Dorchester*. His son, the Reverend Clark V. Poling, was one of those chaplains.

Dr. Poling visited every major theatre of operation in World War II and was on every active front. He was the first clergyman to receive the Medal of Merit, highest civilian award given by his country.

The title of his talk is the same as that of his syndicated newspaper column, "Americans All."

**D**R. DANIEL A. POLING: I find it a very great privilege to be here today. I have already learned a good deal from those with whom I sat at lunch, and I only hope that my contribution may be worth while so far as you are concerned.

We have one great thing in common—meat. I grow a little on my farm in New Hampshire. Mrs. Poling and I had six daughters, and each daughter had two brothers, and they were all meat eaters. Now we are trying to provide them and their children—our grandchildren—with a few of the necessities of life.

I get along very well when I talk about my farm until someone becomes inquisitive. I comment upon the fact that I have 800 acres. Recently in Chicago I was talking with an old friend, one of the great packers out there, and he said, "Well, you say you have a farm in New Hampshire state?"

I said, "Yes, sir."

"And you have 800 acres?"

I said, "Yes, sir."

"Well," he said, "what do you raise?"

I said, "I raise pigs, and I raise sheep, and I raise rabbits, and I raise chickens."

And he said, "Chiefly, you raise goats, don't you?"

He has a farm in Iowa and another in Illinois. And, of course, I am bound to confess that with the exception of about 40 acres of the 800, it would take a goat to farm the place.

But I do have something in common with you as fellow Americans. As "Americans All" we have indeed a great deal in common with each other, and perhaps chiefly today we have our confusions in common. That will be the subject of my talk.



DR. POLING



I would have some satisfaction in discussing political confusions, and particularly after seeing what I have seen in recent weeks in the Far East, Japan, China, the Philippines and the Islands, I would be happy if it were my assignment this afternoon to discuss Asiatic confusions so far as our State Department is concerned. I have a very deep feeling on that point, but I shall exert sublime self-denial and say only this: that I do have a very poignant stake out there, because the journal with which I am associated, and with which many of you are well acquainted, has two orphanages in Foochow in the province of Fukien, where we take care of more than 800 little boys and girls, and an industrial school that some of us founded a few years ago to teach them how to become carpenters, or shoemakers, or farmers or mechanics. When the Japanese came, we took these children into the mountains 75 miles from Foochow and found an asylum for them in an abandoned monastery. Right now they have no place to hide, so I am feeling pretty badly about this whole business.

I have read American history with some care. I do not know of another recorded incident when we publicly denounced an ally, whether he was good or bad; when we turned against him in the face of his desperately advancing foe. Frankly, I do not like it. That is part of the confusion.

But I might discuss industrial confusion. I could go on at some length there on the changed pace, and so forth. However, I would be embarrassed because always I would be thinking about theological confusions and religious confusions that are my particular assignment and for which I may, reasonably, in small part at least, be held responsible. It is always easier for the parson to talk about the Ammonites and the Jesuites than it is for him to talk about the New York-ites and the Philadelphia-ites, and those who are closer at home. I discovered a good many years ago that it was more pleasant to discuss the streets of gold and the anticipated glories of the life to come than it is to face squarely some of the important, the insistent, the challenging and immediately imperative necessities of the situation in which we live—the streets right here, if you please. So I shall try to stick to my text.

### Peacetime Living Not Easy

In this broad land, in this dear land, we are Catholics and we are Protestants; we are Gentiles and we are Jews; we are black and we are white; and we are of all the racial strains that have converged to make this mighty central stream. One of the most important things for us to learn as we go on through the college of hard knocks is just how to live together, and it is not easy. I know now that it is much easier for our sons to die together in war than it is for us to live together decently in the peace. I think that it

## Mainsprings at any Meat Industry Meeting

1. Stanley Popielarczyk, treasurer, and Stanley J. Wisniewski, president, both of Stanley Provision Co., Hartford, Conn.
2. AMI president Wesley Hardenbergh and J. F. Krey, chairman of the board, shake hands on it.
3. Dr. A. R. Miller, chief of the Meat Inspection Division, USDA, Washington, D. C.
4. Murray T. Morgan, business consultant, Washington, D. C., and R. C. Pollock, general manager, National Live Stock and Meat Board, Chicago.
5. Cletus Elsen, cost accountant, The E. Kahn's Sons Co., Cincinnati, O.
6. Theodore Anderson, president, Missouri Livestock Association, Montreal, Mo., and Homer R. Davison, vice president, American Meat Institute, Chicago.
7. Robert T. Lay and Ira V. Lay, jr., production, both of Lay Packing Co., Knoxville, Tenn.
8. R. A. Rath, president, Rath Packing Co., Waterloo, and A. W. Brickman, president, Illinois Meat Co., Chicago, both newly elected vice chairmen of the American Meat Institute.
9. R. C. Munnecke, president, The P. Brennan Co., Chicago, and Fred V. Foster, American Stores Co., Philadelphia.
10. Harry Alexenberg, sales manager, Wilmington Provision Co., Wilmington, Del., and Louis Rosenberg, Good Eatin' Dog

- Food Co. of Philadelphia, Pennsylvania.
11. Howard Gwaltney, president, P. D. Gwaltney & Sons Co., Smithfield, Va.
12. Mrs. and E. H. McCormick, president, S. R. Gerber Sausage Co., Inc., Buffalo.
13. Leon Weil, president, Weil Packing Co., Evansville, Ind.
14. D. E. Nebergall, president, D. E. Nebergall Meat Co., Albany, Ore., and C. C. Noble, owner, Noble's Independent Meat Co., Madera, Calif.
15. Jack Milton and V. E. Schwaegerle, advertising promotion manager, both of the American Meat Institute, Chicago.
16. Farley Manning of Dudley, Anderson & Yutzy, New York, with Hollis F. Peck, manager, public relations, John Morrell & Co., Ottumwa, Ia.
17. C. L. Campbell, superintendent, John Morrell & Co., Ottumwa, Ia., and W. S. Shafer, vice president in charge of sales, Armour and Company, Chicago.
18. Gregory Pietraszek, technical editor, *The National Provisioner* and George Munro, manager, canned meat sales, Armour and Company, Chicago.
19. H. Harold Meyer, re-elected secretary-treasurer of the American Meat Institute. He is president of H. H. Meyer Packing Co., Cincinnati.
20. Dr. Daniel A. Poling, editor, *The Christian Herald*, and John Moninger, American Meat Institute, Chicago.

may be profitable for you, as it has been profitable for me, to face that fact; that it is much easier for our sons to die together in a war than it is for us, day after day, in the humdrum and in the contacts of every day, to live together decently as good neighbors. There is not always the urge, the compulsion, the dynamic necessity that is upon us when we face the stark realities of a war. That is my concern today.

We have in Philadelphia an organization of women of the three faiths, known as the Religion in Life Group. They meet every month during the winter. They are remarkable women. They are not argumentative; they do not debate. They share; there is good psychology in that.

Two years ago they had a special meeting and honored me with the chairmanship. It was held in the clubrooms of historic Christ Church. There were three speakers that night: a Jew, a Protestant and a Catholic. The first speaker was the Jew, who had been a lieutenant commander in the United States Navy. He was completing his law course, which had been interrupted by the war, at the University of Pennsylvania. He talked with rare eloquence. And then a chaplain spoke who had been wounded in the fighting in France after landing on the Utah Beach. He was on a crutch. He was recuperating in the Valley Forge Hospital at Phoenixville. The Catholic was delayed. He was a G.I. student in Villanova College and had late classes. When he

came, the chaplain was speaking, and so the Catholic boy stood at the entrance of the clubroom and waited.

I watched him out of the corner of my eye. I saw that he was intensely interested. I felt the impulse of a moment I could not fully appraise.

When the chaplain finished, the boy came right down the side of the hall. He walked to the left. He had not grown well accustomed to his artificial leg. He moved across the platform and ignored my outstretched hand. And then I saw that the chaplain had risen to meet him, and I saw, too, that it was a reunion. I waited, and then I presented him to the group.

He began by saying, "The last time I saw the chaplain I was looking up at him from a stretcher on Utah Beach. He had lifted me onto the stretcher." He described the occasion. They had been together in the same outfit for some 18 months and had become well acquainted.

And he added, "I know that that Protestant prayer did not hurt me, a Catholic."

Then he looked at us, and I saw that his planned speech had been interrupted.

And he concluded: "In those days we did not ask, 'Are there Catholics in reserve? Are there Protestants on our left or are there Jews on our right?' We knew that we were Americans, we had one task, and we were together."

And then he said, hesitating a minute,





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getting full command, "We ought to be like that now. We ought to be like that in the peace. We ought to be like that always."

I do not imagine that any of us will debate the matter today. One of the supreme responsibilities of this group and of every group of Americans is that responsibility. I have my share of responsibility, and you have your share. I am speaking to men and women here who are prepared day by day and are reasonably contributing to that achievement—that continuing achievement—of American unity, not uniformity.

## Responsibility of Unity

I am not interested in uniformity any more, for I have discovered that uniformity is generally pale and palid and does not have dynamic power. I would not have all of you be as I am—not that, please God—and I would not care to be as you are—not that, please God. But I tell you that I do covet increasingly contacts like this and running right through our American life, contacts such as we have here today in which we face, whatever our immediate tasks, whatever our primary responsibilities, that major responsibility that belongs to all of us—of strengthening America in order that we win the peace.

There are defeatists among us who say that we, too, lost the war. In the great Dominion of Canada, I heard in Toronto, at a convention of youth early in July, a man stand up and say—a prelate of the church—that we, too, lost the war, and he proved it rather conclusively. He talked about the rubbles of Europe—those great rubble heaps over there. He talked about the cluttered civilizations, the disintegrating cultures that continue and the growing misunderstanding between the allies, and then he talked about the Far East. He said—and you would have difficulty in answering him, I think—he said that we are worse off in these matters—economic, social, international, ideological—worse off now than we were before World War I. He talked about debts and he talked about taxes. "What are you going to do with them?"

## Chance to Win the Peace

Now, we did not lose the war, and we will not lose the war unless and until we lose the peace. We have not lost the peace. You see, all that those got who went out to fight, and so many of them to die—all that they got, they got for us; and all that they got is what we have right here in our hands: the chance—and it is only a fighting chance—to win the peace. But I say to you that that chance is everything, and reasonably that chance is all the right we have to ask. They have not died in vain unless we live in vain. In other words, winning the war and winning the peace are one, one package, even as all of the freedoms are one package.

The supreme achievement of World War II so far as the United States is concerned, as I see it, was American



## CALF SKINNING KNIFE DEMONSTRATED TO CONVENTIONEERS

Between sessions, T. Mayer of Consolidated Engineering Enterprises, Chicago, demonstrated the firm's new calf skinning knife to interested conventioners and local packers. The demonstrations were held in the calf cooler of the North River Meat Co., New York, N. Y. It is stated the knife permits skinning at hand knife rates with no danger of cutting the skin.

unity. Twice we were fortunate in having others to build the barricades of blood and flesh and bone out in front of us while we got ready in behind those barricades. That will never happen again. Then we came and we made our contribution. They should be very grateful to us. But always when I think of the gratitude that they owe, I feel just a little ashamed, remembering how much we owe and how much we ought to remember what we owe to those who built the barricades.

But on the home front and in the Pacific, and down the river valleys of Europe and across the desert wastes of North Africa, it was unity—unity on the march, unity in American industries, unity in our churches and unity in our homes—that enabled us to make the contribution that was eventually required—the contribution toward the supreme objective. You cannot have this unity by merely talking about it, by preaching about it from pulpits and by editorializing. No, there is something else required—a cause worthy of it. Unity can only be achieved where there are differences, basic and fundamental differences, and the unity must transcend all those differences and bring men and women together out of all the faiths and from all the racial strains. These rich heritages of the past bring them together until they go together the length of the common agreement without prejudice to the particular loyalty that they espouse, loyal to each other and loyal unto themselves.

That is what we got in the war, and it was a very wonderful thing. I saw it at Natal on the east coast of Brazil. One Friday evening I had come over from Dakar and found, to my surprise and

great delight, an old friend who was senior chaplain, a clergyman from New England, of my own faith. The junior chaplain was a Roman Catholic named Ryan. I asked Sam whether he would take his Jeep and go with me into the civilian community and help me find a replacement for my wristwatch. I needed a leather band.

## Unity in War Efforts

He said, "I am sorry, I can't do it tonight, because I am conducting the Jewish service for the Roman Catholic priest."

Well, that bothered me a little, and I asked him to say it again. He told me there were 72 Jewish boys on that base and that they had no resident chaplain, and so he and Ryan had organized their program for Friday afternoon. They had their own cantor, a magnificent baritone who was an RAF pilot. They organized their liturgy, which was a composite of the liturgies of the Orthodox, the Reformed and the other group of Jewish synagogues. Then when it came time for the spiritual message, Ryan would speak on his appointed Friday and Sam would speak on his appointed Friday evening. On this particular day, Ryan was ill, and so my friend was taking his place.

I thought it over, and I said, "I am not interested in my watch. I am staying right here to watch a Baptist preacher from Massachusetts conduct a Jewish service for a Roman Catholic priest."

That is exactly what I saw. And that happened, as you men all know, all over the world: in military chapels, in services on the ships, where men of all

faiths—each faith in turn—gathered in the same chapel and where the clergy of the faiths, at the appointed time for each, officiated before the same altar. It was very wonderful; it was compensation for some other things.

I am not suggesting today, as I talk to you on this theme of "Americans All," that we bring the particulars of that into the peace. But I am saying that unless we can bring into the peace and hold in the peace and enrich in the peace, the spirit of that, then we stand to lose the peace; then we stand to lose this great thing in which we believe and which is to us—and I would choose my words—dearer than life itself. So many have given their lives for it.

There is a very practical suggestion that I take to heart which has to do with unity and with understanding the loyalties of others. I know that I cannot be intelligently loyal to the loyal in myself that Tennyson used to sing about unless I understand the loyalties of the other man. I am never a bigot when I espouse my faith and when I give it the best that I have, and when I seek to share it with others, and when I am, under the Constitution and within the Bill of Rights, a proselytizing exponent of my faith. But I am a bigot when I fail to grant to every other man the same right. I am a bigot when I sit back and call him names because he does not march with me nor bow with me nor worship at my shrine. It is very simple, and it is very difficult.

### See Others' Viewpoint

I was down at the Marble Collegiate Church, and I used to spend matinee afternoons—a good many of them—with Will Rogers at the old Waldorf-Astoria. Then we would jump into a cab and go into his dressing room and talk. One afternoon he was on the bench, making up, a towel under his chin, and we were discussing a mutual friend on the United States Shipping Board who was having a good deal of trouble. Suddenly Will stopped. And he was, as you know, in private life and in personal conversation, just as you saw him on the stage. He swung around to me, threw his leg over the bench, and said, "Dan, you can't tell what a man is like when you are looking at him. You don't know what he is thinking when you are looking at him."

Then he jumped up impulsively, jerked the towel from beneath his chin, and came over and stood directly behind me, and looked across the top of my head to the spot where he had been sitting. And he said, "Dan, you have got to get around him and see what he has been looking at."

Until I die I shall remember that. I think that that, as many other things he said, suggested the philosophy of life for Will Rogers. I think that he made a definite theological contribution to my ministry right there, because I began to do, both unconsciously and consciously and indeed subconsciously, what was suggested. And it is true.

You just can't tell what a man is like from looking at him. You can't tell what a group is thinking about when you see them only through your two eyes. You have got to get around and see what they are looking at. I know there is something in that for my advertising associates, too.

It was a great thing when I began to look through the eyes of my parishioners. A preacher never gets talked back to. He stands up there and lets it go, and some of it is pretty awful. It is a good thing for him to listen on occasion to what others have to say. And if this publication with which I am associated has a measure of success, measurably that success has been due to the fact that we have really listened to what the people had to say. We have listened perhaps with an ulterior motive at times. We have listened with the thought of what may be done to correct some things that we do not think are as they should be.

### Unity in Facing Communism

But nevertheless this same whole program of American unity stands back upon that basic principle. If we are going to be "Americans All"—and if we are going to be Americans at all presently, we had better be "Americans All"—then we need to look at life, we need to look at this grand land through the eyes of our associates, and we need to look out upon the world through the eyes of others.

And if we would meet head on with communism—and we had better know that that must be—we need to know what they are thinking and why they are thinking, insofar as that may be done. And while I am on that, may I say that I suggest that there is ground for American unity on this proposition of communism. For me, there is a great gulf fixed between communism and what we choose to call free initiative or the American way of life, and these two are irreconcilable. We delude ourselves and we weaken our major defenses when we fail to face and accept that realistic fact. There is no reconciliation between these two, and at last one or the other must give and will give.

Does that mean World War III? It does not! Indeed we shall assure ourselves and insure ourselves against World War III just about to the extent that we are realistic at that point. In other words, the formula for us as a united people is strength with patience, and patience with strength—not one without the other. The demonstration of the air lift, if you please. Patience—yes, for a year. But strength? Yes. We did not accept the blockade. Imagine patience without strength, or imagine strength without patience. Well, you could have had another totalitarianism. That is the way the totalitarian state is born: strength without the other consideration, the realism of the stern necessities of these times.

And if with strength we are patient, if I believe in God, as I do, then this

anti-God status must steadily weaken, and the disintegrative processes are now in evidence: Yugoslavia, the vast Transylvania area of Roumania, the underground of Czechoslovakia, that sweetest of little lands by the Baltic. Those prospects are becoming increasingly apparent in this evil thing. Give them time; they will wither or die.

It was one of the greatest physicists of the generation, Arthur Compton, who wrote an article for the *American Legion Magazine* in which he said in effect that if we can hold in patience, strong as we held in war, for the peace, we might reasonably expect the good thing that is here, the brave thing that is here, the right thing that is here, the prophetic thing that is here to prevail, not only in our land but in the world.

And so that is the formula. You are building toward that, you are contributing definitely toward that, and, of all that I might say today, you are helping to make possible the fulfillment of that in the peace—the unity which was the supreme achievement in the war, the right to do business under the flag that protects that right, the right to grow, the right to reach the guarded heights of character and achievement. That we may reasonably ask for ourselves and for each other. That we may reasonably share.

And there is something else. You and I know that just as war could not be isolated—once we thought it could—so peace cannot be isolated. Never again can the United States of America enjoy the justified hope of security, never again can we enjoy the justified hope of an enduring world peace for ourselves, unless all men and all women and all little children have it. Yes, the Japanese and the Germans and the Russians and the Chinese and all the rest as well as the British, the French and the Americans—all or none. So we work toward that.

And I bring that to you. That is the theme of "Americans All." That is the wonder of this America of ours and the glory of the world as we may see it if we are big enough to take the job.

**CORNELIUS NOBLE:** As a fitting climax to the regular sessions of the forty-fourth annual meeting we are going to hear a man who is known as one of the foremost economists of the country. Dr. Sumner H. Slichter studied at the University of Munich, the University of Wisconsin and the University of Chicago. He has served as instructor of economics at Princeton, professor of economics at Cornell and professor of business economics at Harvard. Since 1940 he has been Lamont University Professor at Harvard University.

He is associate chairman of the Advisory Council on Social Security established to advise the Committee on Finance in its study of the Social Security program. He is the author of many books on economics, industrial management and industrial relations. Dr. Slichter will speak on the subject, "Business Ahead as I See It."

(Dr. Slichter's talk begins on page 232.)





## Forty-Fourth Annual Dinner of the American Meat Institute

Held at the Waldorf-Astoria Hotel, New York city, September 21, 1949. Address by

Dr. Franklyn B. Snyder, president emeritus of Northwestern University.





F. B. SNYDER

# Woes of Continent, England Told by Snyder at Dinner

**D**R. FRANKLYN B. SNYDER: I appreciate more than I can say the privilege of being here. It is an honor to have a little share in one of the meetings of this distinguished Institute. You are concerned with one of the most fundamental of all human needs. In your dealings as members of corporations and individuals concerned with the great problem of food, you have made very clear that you believe in what I think to be the fundamentals of successful American business: free enterprise, genuine competition and cooperation among the entire group for the public benefit. You foster research in your own plant laboratories and on university and college campuses where you finance the studies the universities could not finance themselves. I know of no commercial association or institute which deals with matters of greater importance than those that you deal with, or which operates on a higher level of good citizenship.

I am sorry that sometimes it seems that a federal government which should be wholly appreciative of what you are doing is hampering you. I am sorry that the trend of the last 15 or 20 years here in the United States has been in a direction which I think most unfortunate. I am sorry that the radicals who invade your plants and creep into college campuses and take possession of editorial offices cannot be sent abroad to learn the facts of life concerning the socialistic experiments which are going on across the water and which so many people would like to see tried here in the United States.

The facts of life concerning socialism seem to me very clear. I wish the people who are moving in that direction could have the experiences many of you have had, and that I have had, of seeing close up what socialism actually does to a nation.

I should say this: That a very short stay abroad, even in so great a nation as Great Britain, will convince anyone who is an impartial observer that socialism is a dismal failure, that it de-

## ABOUT THE SPEAKER

**CHAIRMAN J. F. KREY:** Our speaker this evening has achieved distinction in many fields; a graduate of Beloit College, he later received advanced degrees at Harvard and in addition has had many honorary degrees from six other colleges and universities. Regarded as the world's leading authority on the poet Burns, our speaker has been elected to the Society of Antiquaries of Scotland and received other high honors. He has completed 40 years of outstanding service as an educator and administrator at Northwestern University.

Beginning in 1909 as an instructor in English, he advanced rapidly to an assistant professor and then became successively associate professor, professor, dean of the graduate school and dean of the faculties. Then, in 1939, he became president of the university, from which position he has just retired.

Retirement, however, seems to be only a figure of speech for our speaker for, beginning October 1, he becomes the president of the board of managers of the Presbyterian Hospital in Chicago.

He has also achieved great distinction as a public speaker. He has just returned from Europe and we feel that we are most fortunate to have him on our program tonight.

It gives me great pleasure to introduce him. Dr. Franklyn B. Snyder.

stroys ambition, encourages inefficiency and multiplies the number of incompetent public servants who live on the taxpayers' money.

It seems to me to be the negation of everything that makes for individual or for national happiness.

I should have said that six months ago or six years ago or 16 years ago; but I say it with much greater assurance after having spent the summer in

rather close contact with business in three or four countries in Europe.

I disclaim omniscience in what I am going to say in the next few minutes. I may be misinterpreting facts and I speak with great deference to this audience, for many of you have come much closer to the heart of things across the water than I have in half a dozen visits to the British Isles. Most of these concerned problems that could be solved in libraries.

Forgive me if I misinterpret; if there is any virtue in firsthand observation, I am going to give you mine very briefly.

In June I went abroad to see that pleasant little country from which my father's family came to the United States 200 years ago. We were Dutchmen and lived in Holland and caught fish for a living until one of the Snyders came to the Mohawk Valley and settled near Watertown with the other Hollanders who came to New York.

I spent ten days in Holland and had rather interesting opportunities to get behind the scenes, for one of the cabinet ministers had been a guest in my home. Two or three men whom I called upon, and who returned the visits, had been either in my home or on our campus. I think they talked to me with greater freedom than they might have conversed with the casual visitor. I came away, after ten days in The Hague and three or four in Amsterdam, with unqualified admiration for the way the Hollander has rolled up his sleeves and gone to work.

There is no talk of long summer vacations in Holland, of short working hours or of short work weeks. There is no hesitancy about admitting the debt which Holland owes to the United States.

"Mr. Snyder," said one of my friends, "we are a very proud people. It hurts us to take charity, but we are very grateful for it. Without your help, what could we have done?"

And then he added, and I know he



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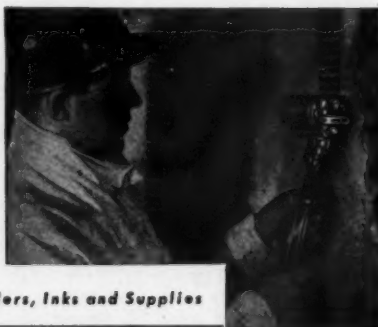


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## TABLES AT ANNUAL DINNER

At the top of the facing page are two views of the speaker's table. Below are a few pictures of packer tables in the Grand Ballroom of the Waldorf-Astoria.

meant it, "We shall do all we can to repay what you are lending us."

The commercial attaché in the embassy, who was also at the dinner when that statement was made, said to me, "I believe this little country will do what Finland did and will repay as it can."

Then he told an anecdote. He had been in business himself when the Germans moved into Holland. There was an account of \$1,600 on the books which this New York businessman, knowing what was happening in Holland said, "We will write it off and forget it."

A year and a half later he received from Shanghai a check for \$1,600 plus interest in full settlement of the account. How the Dutchman got the money to Shanghai or, if he had it there originally, how he got word to Shanghai, never appeared; but the debt was paid under circumstances which would have warranted forgetting it.

If I could not be a citizen of the United States today I should like to be a Hollander. I think their approach to life comes very close to that in which you and I believe.

## Communism is Disappearing

A few years ago communism was rampant on the docks in Amsterdam and Rotterdam. It is fast disappearing. The things which we think make an individual or a nation happy and strong are the things in which the Dutchmen believe.

Of course, they are pretty pessimistic when they talk to you about the East Indies. As one of the packers of Holland, a friend of John Holmes, said to me, "In the East things have gone to hell, but we will solve the problem some way."

I believe that you and I as Americans can look with a friendly interest and approval on what the men and women of that little country are doing, and doing under conditions of which I had not dreamed. The physical destruction in Holland was ten times what I supposed it was. Great areas are blotted out. The rubble has been cleared up, but what happened?

"Well," said one of my friends, "you know this is where the Germans had those V-2 launching platforms and a lot of those things went up and came right back again and blew us to pieces. Then, when the RAF and the U. S. Air Force began looking for the launching platforms, they carried the destruction a lot further."

However, there is no complaint. The Dutchmen are good citizens. They have the black market completely under control. They believe in honesty and integrity and in hard work. I would be





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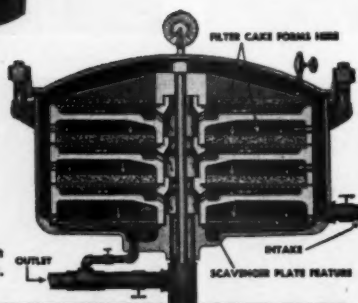
Sparkler Horizontal Plate Filters have been the standard equipment for microscopic filtration in the food, chemical, edible oils, milk, butter and cheese, and other industries for over twenty-five years. The recent introduction of Sparkler Filters for lard filtering is a natural step toward a better and more economical lard product.

We invite correspondence on your particular problem. You will receive the advice of engineers with a quarter of a century of experience in this specific field.



Sparkler Horizontal Plate filter Model 33-S-17 steam jacketed, capacity 5000 G. P. H. type used in the John Morrell & Co. installation.

Section showing plates with filter cake in horizontal position and flow through filter.



**SPARKLER MANUFACTURING COMPANY, MUNDELEIN, ILL.**

proud to claim the Dutchman as a friend.

There is no need to say much about Switzerland, for Switzerland is unique. It enjoys the blessings of peace, prosperity, integrity and hard work—the blessings that those things can bring. But I did learn one or two things in Switzerland of which I had never dreamed before.

For example, I discovered in the middle of July what the English pound was really worth. When a banker in Zurich said to me, "Do you need any pounds, for we will sell you all you want for \$2.48," I was a little concerned about it, for it was a good deal below what I thought the pound was worth or what I would have had to pay for it in England.

### Swiss Police Watchful

I was also interested to find that I was required physically to surrender my passport for police inspection. In the past I had always given my number and let the concierge see the passport. They said, "We are sorry, but we will have to have the passport for the night for the police to examine carefully."

I wondered about the reason. Did I look suspicious? I discovered that Zurich today is the greatest center of international espionage in the world, and that an American passport will bring \$5,000 in gold in the black market. The police take no chances and look them over very carefully. I am sure, from time to time, they pick up forged passports and the people who own them.

It was also interesting in Switzerland to see the attitude which the people, speaking through their congress, take to the government. Their government, like others, wants to spend money and more money, and just this last summer the national congress said to the administration, "You cannot spend any more money than you have. You cannot levy any new taxes. You cannot borrow any more money. You have to get along on what you had last year."

I was told the same thing was said by the legislature in New Hampshire not very long ago. I wish the same could be said by more legislatures and by more responsible bodies.

The Swiss, like the Dutch, will get along.

I gave France up as a bad job. I don't understand it. I suppose it is because I never understand a Frenchman when he is talking fast, and only partially when he is talking slowly. There seems to me to be a good deal of petty venality going on in France, and perhaps some major venality. We remember, of course, the beatings that country has taken since 1870 and we forgive them. But I thought the French were more concerned about their summer vacation, the closing of their shops at a quarter of twelve and keeping them shut until half past two, than they were about working as hard as was necessary under the circumstances in which the nation finds itself.

I do not understand the Frenchman.



## Convention Go-Getters

1. S. A. Granche and R. C. Allen, manager, Famco automatic sausage linker division, Allen Gauge & Tool Co., Pittsburgh, Pa.
2. J. Frank Eaton, Ted Meninga, sales manager, and G. R. Spies, all of Kalamazoo Vegetable Parchment Co., Parchment, Mich.
3. J. A. Heinzelman, president, and J. G. Rea, Philadelphia office, both of Buildice Co., Inc., Chicago.
4. Joseph Burke, Burke Products Co., Ace linker, Detroit, Mich., and Hank Flonacher, Transparent Package Co., Chicago.
5. Dr. B. F. Buchanan, technical director; Gault Davis and C. L'Hommedieu, all of amino products division, International Minerals & Chemical Corp., Chicago.
6. Joseph H. Cohen, Atlantic gelatin division, General Foods Corp., New York, and Robert Poling, Packers Laboratories, Inc., Boston.
7. Mrs. Charles W. Hess, Charlene Hess, Mrs. Charles H. Hess and Charles W. Hess, all of Specialty Manufacturer's Sales Co., Chicago.
8. C. D. Mullinix (right), Mullinix Packages, and John Bonini, product development, Marathon Corp, Menasha, Wis.
9. Martin Seligman, president, and Herman Scherberg, both of Concentrated Seasonings, Middle Valley, N. Y.
10. H. E. Seideman and D. A. Morrow, both of Enterprise Mfg. Co. of Pa., Philadelphia.
11. Ernest Draheim and C. W. Zuehlke, eastern sales manager, Philadelphia, both of Daniels Manufacturing Co., Rhineland, Wis.
12. M. E. Bush, sales manager; Sol Salinger, vice president, and Harry I. Hoffman, president, all of J. S. Hoffman Co., Chicago.

I saw some very interesting things. I saw the strike which almost prevented the ladies from getting their first glimpse of the new Paris fashions—the strike of the little seamstresses who came out and spread themselves over the boulevards to the great delight of the police, who, instead of moving them along, kissed them and told them to come back again for some more.

It was good for them. Whether it affected the dressmaking industry or not, I do not know.

I saw and suffered from the strike of the pullman employees and there were no decent, comfortable accommodations on the Golden Arrow to Calais. There was no restaurant and no assistance on the trains; we could take care of ourselves as best we might.

I tried to get my money back in the station, having had two hours' warning. I presented my checks for the pullman and was told, "Send them to the tourist agency where you bought them. They will give you the money." I did that very promptly from London, only to be told in a polite letter that they had cashed in my two seats and had re-



captured some 1700 francs, but, unfortunately, they were forbidden by the government to send the money out of the country.

I saw that most unbelievable demonstration when the Communists marched on the American Embassy. Seven thousand French soldiers and police were around the Embassy in the ECA headquarters, a block and half from our hotel, to protect Ambassador Bruce and his staff from perhaps 300 young men and women who were carrying placards saying, "Send General Bradley Back Home." Utterly unbelievable! I know what we would have done in Chicago. The police on the beat would have said, "Move on!" What you would have done in New York, I suspect, would be about the same thing. The French had half a division of infantry around the Embassy. That was no idle gossip, for I spent an hour in Ambassador Bruce's office the next day and he told me those things himself.

Incidentally, the United States is very well represented at Paris and also in The Hague. I am sorry that Mr. Baruch, Ambassador to Holland, has felt it necessary to resign, but I know his successor will do a good job. Ambassador Bruce in Paris is just the kind of person you would like to have represent you.

And then you go across the Channel to England. There, of course, the prob-

(Continued on page 220.)

## Among those Enjoying the Annual Meeting

1. Seated: Felix Epstein, president; R. I. Epstein, vice president, and Dick Joegitsch. Standing: Joe Gesell, S. Wolff, W. Kaufmann and Robert Meidel, all of First Spice Mixing Co., Inc., New York.
2. D. W. Derstine, production manager; Mrs. and W. J. Harbers, president, W. J. Harbers & Co., Telford, Pa., and Edward S. Knauss, Knauss Bros., Inc., Poughkeepsie, N. Y.
3. F. Schottelkotte, engineer; J. A. Dupps, president, and R. L. McTavish, vice president, John J. Dupps Company, Germantown, O.
4. A. M. Nelowet, K. A. Courtney and J. F. Baldwin, of the sales force of the Exact Weight Scale Co., Columbus, O.
5. J. A. Reynolds and W. F. O'Reilly, both of John Thallon & Co., Inc., New York; Charles E. Haman, Chas E. Haman & Co., Inc., Jersey City, N. J., and S. M. Washer, John Thallon & Co., Inc.
6. George S. Ewing, W. H. Eckhard and G. B. Duff, all of Platecoil division, Kold-Hold Manufacturing Co.
7. C. W. King, Chicago; L. F. Kilmarx, general sales manager; Nick Heffron, and R. W. Francis, all of Pure Carbonic, Incorporated.
8. J. J. Frank, president; John Mottley; A. O. Stechman, vice president, and J. F. Mottley, all of Hercules Fasteners, Inc., Elizabeth, N. J. The woman in photo is demonstrating the machine.
9. Harvey W. Wernecke, sales manager, *The National Provisioner*; Frank H. Hoy, president, Hoy Equipment Co., Milwaukee, Wis.; Jack Manion, manager, meat division, Milprint, Inc., Milwaukee, and H. R. DeCressey, vice president, Hoy Equipment Co.
10. Seated: W. P. Murray, J. P. Louderman and A. L. "Pat" Malone. Standing: W. M. Cameron, T. C. Fogarty, W. B. Larkin, R. L. Perin and J. I. Donahue, all of Continental Can Co.
11. Daniel Koss, secretary-treasurer; Robert Tartow, W. Schnurman, J. Friedman and J. P. DeMayo, sales representatives, all of Standard Casing Co., New York.
12. R. D. Wilkinson, sales manager; Virgil Norris, president, and Tom Mayer, all of Consolidated Engineering Enterprises, Chicago; Elaine Vennewitz and E. R. Vennewitz, Herman Mfg. Co.
13. M. C. Dakin, S. A. Mayer, Frank A. Mayer, John Szekais and Stanley Gershel, all of H. J. Mayer & Sons Co., Inc., Chicago, Ill.
14. Earl E. Sabeau, Boston Tram Rail Co., Boston; Frank Broeck, First National Stores, Somerville, Mass.; H. H. Robinson; and J. B. Sabeau, vice president, John E. Smith's Sons Co., Buffalo, N. Y.
15. C. Carr Sherman, president; George W. Ross, sales manager; Ev Shelby, and Jack Pendexter, all of H. P. Smith Paper Co., Chicago.

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- 35 lbs. Veal Trimmings
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- 3 1/4 lbs. Salt
- 1 qt. Cure (Formula on Page 51 "Improving Meat Products.")
- 3 lbs. Fresh Onions
- 7 ozs. White Pepper
- 1 oz. Sage

Grind pork through 1/4 inch, pork checks mixed with onions, and veal through 1/2 inch plate. Chop veal in silent cutter adding salt, cure, dry milk and seasoning, adding enough shaved ice while chopping to make a fairly loose emulsion. Place pork checks and veal in mixer, mix a few minutes, adding as much moisture as mixture will take, then add pork trimmings and mix until all ingredients are well mixed. Put in pans, bake at 220-240° F for 2 1/2 hours, or until inside temperature reaches 155° F. Should be stuffed in cellulose or similar casings.

\* 61 other formulas are contained in "Improving Meat Products with Nonfat Dry Milk Solids," Bulletin 804, Published by:

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## Real Hospitality Was Extended to Packers at These Headquarters

1. Delegation of the Oppenheimer Casing Co. included (seated): H. Barney, vice president, eastern sales; Edward H. Oppenheimer, president, and M. S. Holstein, general vice president. Standing: Steve Greenfield, Joseph Burke, Mort Armand, John D. DeVoe, Herman Wolfe, and M. J. Jacobson.

2. Transparent Package Co., Chicago, was represented by: seated (left to right), L. B. Tauber, vice president, and E. T. Webster, manager, Tee-Pak of Canada, Ltd.; Seymour Oppenheimer, president of Tee-Pak; R. R. Stigler, vice president, and R. C. Weinman. Standing: Frank Warek, David Bostrom, Paul Burger, W. R. Collar, Chester Wolf, H. C. Flonacher and Marty Lynn.

3. United Cork Co. national sales force was headed by E. J. Ward, president, Chicago.

4. From Milprint, Inc., came (standing): Col. Henry G. Jentzen, merchandising manager, New York City; Frank X. Kelly, Philadelphia; Bob Prothero, Atlanta; Jack Manion, assistant general sales manager, and Jack Little, advertising manager. Seated: Harry Rosenfeld of the casing division.

5. Representatives of the International Minerals & Chemical Corp., Chicago (in front row, seated): C. L. L'Hommiedieu, R. Cocroft, technical, Chicago; Harry Cook, chef, and George B. Hamilton, sales manager, Amino products division. Stand-

ing: O. C. Peterson, Chicago; G. Davis, San Francisco; S. E. Juratovic, New York City; Dr. E. J. Reedman, Montreal, Canada; H. E. Terwell, Chicago; Dr. B. F. Buchanan, technical director, Chicago, and F. Dougherty, export.

6. At headquarters of Cincinnati Butchers' Supply Co. (seated): C. Oscar Schmidt, jr., president, Cincinnati Butchers' Supply Co., Cincinnati, O.; L. B. Harvard, vice president, Georgia Packing Co., Thomasville, Ga.; Clarence Rice, secretary, Joseph N. Rice Co., Covington, Ky., and Walter Moellering, treasurer, Lohrey Packing Co., Cincinnati. Standing: Louis Moellering, vice president, Lohrey Packing Co., Cincinnati; G. A. Juengling, jr., president, Gus Juengling; J. J. Swick, general manager, Copeland Bros., Alachua, Fla.; William C. Schmidt, vice president; Herman Schmidt, chairman of the board; F. W. Stothfang, sales manager, and E. M. Kahn, New York representative, all of Cincinnati Butchers'.

7. In Link-Belt Co. headquarters are shown (seated): J. O. Durant, Chicago district engineer, and A. J. Olson, Kansas City district manager, Link-Belt Co., W. S. Shafer, vice president, Armour and Company, Chicago, and B. K. Hartman, sales manager, vibrating screen department, Link-Belt. Standing: V. A. Cheney, engineer, and William L. Hartley, sales manager, Philadelphia plant, Link-Belt.

8. The Preservaline Mfg. Co. representa-

tives shown (seated): Bill Scheyer, J. B. Nassau, Timothy B. Halpin and R. G. Drees. Standing: A. A. Schaffner, J. C. Rettberg, Ted Brown, Lee J. Kenyon, H. Robert Kenyon, jr., Otto Chvalovsky and Joe Ryan.

9. The Visking Corporation representatives (front row, left to right): C. A. Beckman and F. Adams, district manager; Gustav Freund, vice president; H. R. Medici, vice president and treasurer; B. H. Schenk, manager, Canadian plant, Lindsay, Ontario, and H. A. Lotka, sales manager. Second row: D. B. Chesser, H. N. Ries, Roy Freund, G. F. Minnea, G. M. Granath, Paul Jacquin, art director, and W. F. Hasson. Third row: A. Cameron, Canadian sales; E. Reedy, sales promotion department; K. M. Reynolds, R. E. Zerby, C. B. Faunce, M. W. Toepper, C. W. Whitford, and (rear) W. R. Hemrich, sales promotion manager. Picture was taken in the Baroque room of the Belmont Plaza.

10. Mongolia Importing Co. New York, N. Y., representatives, reading from the left: S. T. Terry, P. H. Turner, O. A. Weber, jr., J. F. Berliner, L. R. Stupnick, Geo. F. Reichert and Andrew Terry.

11. John E. Smith's Sons Co. hospitality was extended by (seated): A. B. Chase, Harold Smith, president; J. B. Sabean, and Walter J. Richter. Standing: H. L. Hunn, Baldwin Smith, Harrie Hirsch and Jack Dowding, all with John E. Smith's Sons Co., Buffalo, N. Y.

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# Custom's

## TIMELY TIPS

### CORNE

"PORK OR BEEF"

"HASH"

"BARBECUE FLAVORED"

With cooler weather pepping up appetites a good Barbecue Pork or Beef Hash will find ready acceptance. It's downright good and wholesome. It's most economical, too. It will out-sell the regular Corned Beef or Pork Hash by more than two to one. Get started now. Have another first in your trading area.

Simply add Custom Barbecue Spice to your regular Corned Meat Hash 1½ to 2 pounds per 100 pounds meat and potatoes—increase for real pep-py flavor—use your regular cure. Pack in same type can as used now. Sterilize in retort on regular schedule as for Corned Beef Hash or other meat. NOTE: Go easy on your regular salt until after adding Custom Barbecue Spice—then salt to taste.

Write Today. Formulas are available for many other Barbecue items. Custom Barbecue Spice will produce authentic Barbecue flavor. It's guaranteed to make you a profit. Can be used to pep up Smoked Sausages and many loaves. Adds zest and tones up most any product wherein used. 300 lb. barrels .42 lb. F.O.B. Chicago.

Custom Food Products, Inc.

701-707 N. WESTERN AVENUE  
CHICAGO 12, ILLINOIS

FOR FINER FLAVOR

Specify:

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FOR HIGHER SALES

WE SPECIALIZE IN CUSTOM MADE INGREDIENTS TO YOUR SPECIFICATIONS

lem gets very serious. The Englishmen, our friends, are very conscious of their debt to the United States and are very friendly and are very worried. They are hopeful, but they are in what seems to me to be an almost impossible situation. I put the adjective "friendly" first—on all sides. I was prepared for the reverse, though I have never met it in England or in Scotland. However, I was not prepared to have the guard on the railroad train, the policeman on the corner, the casual person with whom you walked half a block, as friendly and as eager to know what we thought of them as those people were.

They know well enough that the United States saved them from the Germans. They know that our dollars are making life decently comfortable in England today and that, without them, who knows what would have happened. They recognize the debt, and they, too, hope to repay it. They hope that our anti-English press will not stir up too much anti-American feeling in England.

I cannot overemphasize that adjective "friendly."

Of course, they are worried. The

thinking people in England are worried. I used to read the *Times* and *Telegraph* in the morning and each evening I would pick up on the street one or two of the radical newspapers. They are all worried. They are worried by the failure of the Labor government to control the people who put it in power. Three strikes in three weeks. The railroad engineers walked out every Sunday on the north and south lines with no real grievance. Four men had been asked to change their routes so that twice a week they would sleep at the north end of the run instead of at the south end. All the engine drivers going from London to Glasgow or Edinburgh walked out each Sunday from then on. Purely stupid, absolutely stupid!

The pit miners struck, as you know, and also the men hauling people up from the bottom of the coal mines. They had no real grievance, but it was time for another strike. And then the dockers were striking again. The fact that the Labor government was unable to come to any decent agreement with the men and women who had put it in power

## Traffic Was Terrific in Hospitality Suites

1. L. J. McQueen, sales manager; W. J. Worcester, Boston representative; R. L. Gambill, executive vice president; H. Kollmorgen, Cleveland representative, and F. J. Bilek, chief engineer, all of The Globe Co., Chicago.

2. In the suite of the Aula Co., Inc., Long Island City, are (seated): Henry Deutinger, president; Joseph Scufert, Marlene Wilhelm and Max Matthies. Standing: Joseph T. Spoth, Edward Fitzgerald and Paul Wilhelm, all of the Aula organization, Long Island City.

3. Seated at H. J. Mayer headquarters: John Szekais, S. A. Mayer, Frank A. Mayer and M. C. Dakin, all of H. J. Mayer & Sons Co., Chicago. Standing: R. A. Hofmann, secretary, North Side Packing Co., Pittsburgh; Thomas Mayer, H. J. Mayer & Sons Co.; C. A. Albrecht, secretary and general manager, Reimer Sausage Co., Oshkosh, Wis., and Stanley Gershel of H. J. Mayer.

4. W. A. Gebhardt, president, Advanced Engineering Corp., Milwaukee, Wis.; Louis J. Menges, president; C. H. Settlege and Mrs. Settlege of the St. Louis office, and Lou Menges, jr., vice president, all of the Lou Menges Organization, Inc., Basking Ridge, N. J.

5. Seated in the Cudahy room are H. W. Clubb and Frank Ryan, Cudahy Packing Co., Chicago. Standing: Joseph R. Freda, Massachusetts Importing Co.; S. J. Warren, H. Y. Goldfarb, G. N. Krohn and C. L. Farmer, all of Cudahy Packing Co., and R. H. Harrell, First National Stores, Providence, R. I.

6. Dewey and Almy Chemical Co. representatives shown seated: J. A. Lunn, vice president; John Cross, sales manager, and R. E. Lowey, sales, Chicago. Standing: Richard Knight, sales; B. A. Fairbank, laboratory, and R. J. Gray, advertising mgr.,

Chicago, all of Dewey and Almy Chemical Co., Cambridge.

7. O. Bantel, Wm. Karinis, R. N. Perkins, H. Jacobson, Tom Murray. Rear: C. Gaitrell, J. Clabo, and William Schneider, all of Linker Machines, Inc., Newark, N. J.

8. C. F. Holloway, Philadelphia district representative; Mrs. Joseph Maloney; Leo N. Newman, vice president, and Joseph A. Maloney, Newark distributor representative, all of Josam Manufacturing Co., Cleveland; J. M. Crandell, Rosevale Packing Co., Detroit, Mich.; Mrs. Leo Newman, and Henry Broder.

9. This group of ladies was snapped in the Preservalline Mfg. Co. hospitality room. Seated: Mrs. J. E. Brown, Mrs. Lee J. Kenyon, Mrs. Mabel Morch and Mrs. A. A. Schaffner. Standing: Mrs. Gutman, Mrs. Ben Miller, Mrs. M. J. Ryan, Mrs. T. Brown, Mrs. J. B. Nassau, Mrs. Walter Moellering and Mrs. Louis Moellering.

10. Seated: David Nay, Ted Lind, W. B. Durling, president, and Irving Zeiler. Standing: "Phil" Jones, "Pee Wee" Hughes and Bill Hutchison, all of Wm. J. Stange Co., Chicago.

11. Seated: M. J. McEnery and Paul Traver, president, both of the Traver Corp., Chicago, and J. W. Christian, executive vice president, Cudahy Packing Co., Chicago. Standing: Gordon Friend, L. C. Axon and V. J. Sheridan, all of the Traver Corp.; D. K. Sanders, vice president, Cudahy Packing Co., and R. B. Curtis, T. M. Ferrara Co., New York.

12. Seated: R. R. Dwyer, S. L. Komarik, M. C. Phillips, vice president; F. W. Griffith, vice president; Maurice Rector, and Howard Levy. Standing: J. Fitzpatrick, W. A. Gee, S. L. Thompson, L. Weiner, L. W. Hobbs, Bob Thivierge, H. L. Holmquist, A. P. Lovell, and W. C. Young, all of The Griffith Laboratories, Inc., Chicago.

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## The **COLDMOBILE** System of ELECTRIC TRUCK REFRIGERATION

Coldmobile's revolutionary new system of electric truck refrigeration is winning enthusiastic acceptance by leading packers in all sections of the country.

A model for every requirement



Model illustrated weighs only 433 pounds



- IT'S NEW!
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- IT'S REVOLUTIONARY!
- IT'S POWERED BY THE TRUCK ENGINE!

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### **COLDMOBILE COMPANY**

1633 Bagley Avenue

Detroit 16, Michigan

was worrying people tremendously.

They are worried, too, over the ever-present necessity for lowering the standard of living. During our three weeks in London, two things went back on the ration list, two things that the English are very fond of: sweets (candy) and milk. Mr. Attlee's government had made a great deal of capital of the fact that candy was off the ration, and that milk was now free. During August they both went back on the ration list, and more things were threatened. Of course, that worried people a great deal.

They are worried by the obvious in-

### Let's Pop a Flash Bulb

1. J. R. New, V. F. Sheronas, president, and I. P. Pedrick, vice president, all of Sellers Injector Co., Philadelphia.
2. Andrew T. Campbell of G. W. Campbell & Co., Philadelphia, with Mrs. Campbell.
3. S. C. Freedman, president, Dirigo Sales Corp., Boston.
4. G. C. Garland, New York representative, Sparkler Mfg. Co., Mundelein, Ill.
5. J. C. Lundmark, sales engineer, V. D. Anderson Co., Cleveland, and Sam N. Welch, eastern sales manager, Girdler Corp., New York City.
6. John H. Feyl, Henry N. Janssen, sr., and Gerard W. Johnson, all of Spicene Co. of America, North Bergen, N. J.
7. J. R. Gowrie, purchasing agent, and Art Ryan, both of George Leisenheimer Co., Brooklyn, N. Y.
8. H. A. Crown, technical sales, Corn Products Sales Co., New York, N. Y., and Dr. F. C. Vibrans, American Meat Institute Foundation, Chicago.
9. D. Weissman, advertising manager, Drying Systems, Inc., Chicago, Jeffery Weissman, son, and Mrs. Weissman.
10. G. E. Hinchliff and J. F. Stone, both of Johns-Manville Corp., New York.
11. E. A. Thiele, vice president, and J. C. Jackson, New York office, both of Kold-Hold Manufacturing Co., Lansing, Mich.
12. Fred Flynn, general manager, and Walter Adelmann, treasurer, both of Ham Boiler Corp., Port Chester, N. Y.
13. Sidney X. Goldfarb, president, Cincinnati Cotton Products Co., Cincinnati, and Herman Schmidt, chairman of the board, Cincinnati Butchers' Supply Co.
14. Ralph Kaufman and Sol Morton, president, of Meat Industry Suppliers, Chicago.
15. R. W. Morris, president, and Joseph Mirando of Morris Laboratories Co., Inc., New York city.
16. Carl Rainer and Andrew Deile, both of Deile, Inc., Hoboken, N. J., and J. E. LaPierre, Interstate Folding Box Co., Middletown, O.
17. M. I. Darack, treasurer, and J. G. Shurilla, Dirigo Sales Corp, Boston.
18. J. V. Everard, assistant manager, and Pete Braun, meat technician, both of soya division, A. E. Staley Mfg. Co.

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**SMOKE**—washed clean, moisture laden, at uniform temperature reduces fire hazards and gives easy operation, clean houses and clean product.

**SMOKE**—produced by Lipton unit puts dollars in your pocket by less shrinkage and a better product.

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efficiency of the government. The industries which have been nationalized are not doing well. We need not elaborate on that since you know it. Certain little things happened which brought dramatically home to people the ineffi-

ciency of this whole socialist organization. For example, the Englishman likes meat. He would have been very happy at your dinner tonight. He is allowed one shilling and fourpence worth per person per week, and he is told by his

government that there is no more meat in England than enough to supply that very moderate demand. Word got abroad about the third week in August that a refrigerator ship was coming up the Channel, bringing 10,000 tons of

## The NP Cameramen were Here, There and Everywhere

1. Fred Unger, chairman of packers' committee, Cincinnati Retail Meat Dealers Association; J. Eschelbacher, secretary, New York State Association of Retail Meat Dealers; Charles Bauer, national president, Retail Meat Dealers, Inc., and Henry Schumacher, manager, merchandising department, Swift & Company.

2. Wm. G. Joyce, broker, head of the firm bearing his name, Boston; R. F. Melchior, vice president, Agar Packing & Provision Corp., Chicago; T. J. Enright, Wm. Davies Co., Inc., Chicago, and Wm. G. Joyce, jr., Wm. G. Joyce, Boston.

3. Betty Jo Murphy and Grace Mueller, helpful and decorative members of the American Meat Institute staff.

4. Mr. and Mrs. Jim Powers, vice president, Moriarty Meat Co., Chicago, and Lewis W. Levy, The Griffith Laboratories.

5. V. D. Beatty, advertising manager, Swift & Company, Chicago; George Mitchell, district manager, Swift & Company, New York; O. E. Jones, vice president in charge of sales and his assistant, J. W. Crafton, both of Swift & Company, and W. R.

Kinnaird, vice president, Needham, Louis & Brorby, Chicago.

6. Mrs. Virginia Woodward, New York office of *The National Provisioner*, and Mrs. Mary Brush of the New York Convention and Visitors Bureau.

7. Mr. and Mrs. C. E. Finkbeiner and Mrs. and Mr. J. P. Finkbeiner, all of Little Rock Packing Co., Little Rock, Ark.

8. S. M. Weir, Baltimore district manager, Swift & Company; A. L. Scott, beef department, Swift & Company, Chicago; John R. Richards, Loblaw Groceries, Buffalo, N. Y.; Harold Wilson, Swift, Syracuse, N. Y.; Walter E. Fitzgibbon, Kroger Co., Cincinnati, and F. J. Townley, sales department, Swift, Chicago.

9. View in the hospitality room of the E. G. James Co., Chicago.

10. L. S. Kaine and S. M. Washer, both of John Thallon & Co., Inc., New York; R. C. Theurer, Theurer Norton Provision Co., Cleveland, and W. F. O'Reilly, John Thallon & Co., Inc.

11. J. C. Jordan, general manager; Mrs.

B. D. Stearns, president, and B. D. Stearns, treasurer, all of B. D. Stearns, Inc., Portland, Me.

12. Margaret Fisher and Marjorie Taylor, Jack Taylor Co., provision broker, Chicago.

13. Irving Zeiler, The Wm. J. Stange Co., Chicago; W. J. Meyer, John J. Smith Co., Brooklyn, N. Y.; Ted Weiler, Frank Brunkhorst Co.; R. H. Daigneau, vice president, Geo. A. Hormel & Co., Austin, Minn.; W. B. Durling, president, and "Pee Wee" Hughes, both of Stange.

14. Hubert M. Schaefer, superintendent, sausage department, Hygrade Food Products Co., Detroit; Mrs. Schaefer; Mrs. and Mr. Willibald Schaefer, president, Willibald Schaefer Co., St. Louis.

15. Arthur Broadwin, J. C. Milton, manager sales service department, and John Buckley, all of the American Meat Institute.

16. Jack Zeleznik, Ben Zeleznik, Harry Abramowitz, and Louis and Joseph Zeleznik, all of North River Meat Company, New York, N. Y.



# are you missing potential sales?

Budget-wise housewives are shopping for lower cost food items now that the post-war boom has slackened. Chopped meat patties, fish and crab cakes, croquettes and veal patties are once again staple items on the dinner table.

Cash in on this trend. You can quickly and efficiently prepare food patties with the Automatic Food Shaping Machine. All you need do is put the food mixture in the hopper and turn on the switch.

Three models are available with capacities of 1200, 2400 and 3600 patties per hour, all of equal size, weight and shape.

This uniformity means positive cost control to you. Write today for further information.

Name..... N-10-49

Street.....

City.....Zone.....State.....

**AUTOMATIC FOOD SHAPING CO., INC.**

58 NEW STREET, NEW YORK 4, N. Y.

S.F. NO. ELEVEN

CLEANING



COMPOUND

**"DOES THE WORK OF 2 PRODUCTS"**

Cleans, Sterilizes and Deodorizes  
in one Operation

**"RETARDS RUST"**

**SAVES 50% OF LABOR COSTS**  
NO EVAPORATION—Sterilizing elements Active

**"SMOKEY JOE" Special Smokehouse  
Cleaner—Cleans 'em in a jiffy!**

**ECONOMICAL**  
Tried and Proven Products

**LELAND CHEMICAL CO., INC.**

838 SO. FIRST STREET  
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Distributors in Principal Cities



refrigerated beef from the Argentine. The Englishman doesn't think that Argentine beef is as good as English beef, but it is something. There were big headlines. "Will the Ministry Increase the Amount of Meat? Will the Ration Be Raised?" When that ship anchored at London there was no space in any cold storage warehouse in which to put one pound of it, for the warehouses were already full of meat. Even the radical papers objected. They had to charter another vessel, transship the meat, and anchor the second vessel down the Thames, and wait until there was space to store some of it.

Coal is very short. You are very lucky if you can heat your home to an average of 55° in the winter. Mr. Atlee has told the people there is no more coal. During the summer, when coal was not being burned as rapidly as in the early months, it developed that there was no space in the whole London community where another ton of coal could be stored. It was there on the ground. The yards were full. People said, "How come? You have told us one thing, and something very different seems to be the truth."

Of course, they are very greatly worried over the cost of their welfare program. That is a long story and I ought not to get into it. However, they are just beginning to realize that when you start out on cradle-to-the-grave security—a welfare program for a welfare state—you need a lot more money

## Scouting Around Convention Hospitality Headquarters

1. M. A. Hagel, vice president; Mrs. Hagel, H. E. Wisecarver and W. H. Bright, all of Fearn Laboratories, Inc., Chicago.
2. M. L. Asmus, Asmus Bros., Inc., Detroit, Mich.; Mrs. Harold Peters; Harry J. Elliott, Asmus Bros., and C. B. Allman, Canton Provision Co., Canton, O.
3. Seated are J. A. Turner and J. A. Smith. Standing: John H. Bonini, product development, and E. V. Krueger, manager, sales promotion, all of Marathon Corp., Menasha, Wis.
4. Joe Altenau, Custom Food Products, Inc., Chicago; J. W. Coffman and P. L. Robertson, both vice presidents, Kingan & Co., Indianapolis, and P. G. Phillips, Custom Food Products, Inc., Chicago.
5. R. M. MacDonald and Buck Robbins, both of Cellophane division, E. I. duPont de Nemours & Co., Wilmington, Del.
6. D. B. Campbell, Cleveland; Dr. J. E. Magoffin, Kingsport, Tenn.; R. R. Moore, advertising department, New York city, and R. H. Cannon, Chicago, all of Tennessee Eastman Corp., Kingsport, Tenn.
7. Matt Brown, vice president, Great Falls Meat Co., Great Falls, Mont.; Daniel Dohm, jr., president, and George H. Nelke, secretary-treasurer, Dohm & Nelke, Inc., St. Louis.
8. E. A. Harwell, regional sales manager; H. H. Holly, president; W. L. Jones, sales manager, and J. R. Palmer, Philadelphia distributor, all representatives of Holly Molding Devices, Inc. of Chicago, Illinois.

9. D. L. Gruber, R. F. Beerend, president, and H. S. Paes, all of Basic Food Materials, Inc., Vermilion, O., and Robert E. Dressel, president, C. J. D. Packing Co., Buffalo.
10. R. D. Handley, advertising manager; A. J. Horgan, John Keth, L. R. Swift, all of Sylvania division, American Viscose Corp., New York City.
11. William M. Swartz, executive vice president, and M. W. Temkin, purchasing agent, both of Embosograf Co. of Illinois, Chicago.
12. Richard Hoy, J. V. Smith, Frank Hoy, president, and H. R. DeCressey, vice president, all of Hoy Equipment Co., Milwaukee, Wis.
13. Seated, left to right: J. A. E. Stein, Philadelphia district manager; O. F. Gilliam, western manager, Chicago, and Paul H. Schoepflin, president. Standing: O. F. Dahl, district engineer, St. Louis; H. F. Midgley, district sales manager, Washington, D. C., and R. C. Knight, district sales manager, Boston, all of Niagara Blower Co., New York City.
14. Mrs. and Chester A. Olsen, director of sales, Materials Transportation Co., Chicago, and Paul P. Grant, manager, Kingan & Co., Philadelphia.
15. Stanley Baldwin, Chicago district manager; J. V. Jamison, jr., chairman of the board; J. V. Jamison, III, president, and (standing) Fred H. Wagner, jr., general sales manager, all of Jamison Cold Storage Door Co., Hagerstown, Md.



# FORDS

NON-CLOGGING

# TANKAGE MILL



**Non-clog-  
ging — cuts  
production  
time.**

**Auger discharge —  
cuts labor costs.**

**Heavy-duty con-  
struction through-  
out.**

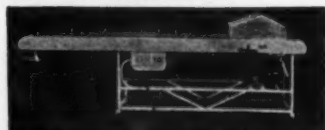
The ONLY Hammermill Specifically Designed to Handle Tankage, Meat Scraps and Cracklings

**ms MYERS-SHERMAN CO.**  
STREATOR, ILLINOIS

311 12th STREET

## Wrap and Heat-seal Meats in HIGH PRODUCTION with the KRIMPAC

Now you can cellophane wrap and heat-seal many meat products of various sizes and shapes — bacon, frankfurters, sausages, sliced meats, etc. — at tremendously increased speeds on the Krimpac semi-automatic wrapping machine.



The Krimpac is specially processed for meat packaging, with stainless-steel shafts, brass parts chrome plated, wiring water-proofed, etc.

One large midwestern packer has 8 Krimpacs. Production of 96 units per minute on items of 3-inch width; 5760 per hour.

Instantly adjustable — in seconds — by means of a hand crank to handle products any width size; up to 12 inches long and up to 2 1/4 inches high.

Krimpac heat-seals bottom of package, krimps and seals both ends, and discharges packages fully heat-sealed.

Krimpac wrapping usually cuts down cellophane required. Send for full details.

## PACK-RITE MACHINES

714 WEST WISCONSIN AVENUE MILWAUKEE 1, WISCONSIN

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Pack-Rite Machines  
Milwaukee 1, Wisconsin

Gentlemen: Please send full details on the Pack-Rite Krimpac Wrapping Machine.

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# ALUMI-LUG...



"EMMA" A 9000 Pound Elephant,  
Standing on "ALUMI-LUGS" each weigh-  
ing ONLY 11 pounds.

NAME EMBOSSED FREE

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Manufactured and Distributed By

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"OPERATION ALUMI-LUG" ...

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graphic story showing  
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raw materials to the  
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SENSATIONALLY RUGGED!  
COMPLETELY SANITARY!

Aluminum Delivery and Storage Meat  
Lug. Fitted with Aluminum hinge  
clips, rivets and Aluminum Handles,  
heat treated to maximum hardness.  
**WATER TIGHT.**

Patent No.  
Dec. 14, 1937



**ALUMI-LUG  
STANDARD SIZE**

32" Long x 13½" Wide x 10" Deep

Cubic Content 2.43 Feet

Meat Load Capacity 100 Lbs.

"ALUMI-LUG" Stacks and Nests

## Some Familiar Faces

1. Mrs. Stevens and Lee Stevens, Austin Food Products Corp., Brooklyn, N. Y., spices and seasoning manufacturer.
2. Mrs. Frankie Bestor and John H. Payton, president, Great Lakes Stamp & Mfg. Co., behind table in the Great Lakes exhibit.
3. C. R. Vann, general manager, Ohio Natural Casing Co., Newark, O., and Sami Svendsen, Sami S. Svendsen Co., Chicago, Ill.
4. C. E. Dippel, president, and Arthur Faltin, C. E. Dippel & Co., Inc., New York, N. Y.
5. R. L. Gambill, vice president, The Globe Co., Chicago.
6. E. G. Westervelt and W. H. Keil, Package Machinery Co., East Longmeadow, Mass.
7. Alex MacTaggart, Lackawanna Cold Storage Co., Scranton, Pa., W. A. Kopke and Walter A. Kron, Chicago Cold Storage, Division of Beatrice Foods of Chicago, Ill.
8. Harry K. Lax, F. C. Rogers Co., Philadelphia, and Roy Monson, R. H. Monson Co., Chicago.
9. W. E. Harrigan, Hanovia Chemical & Mfg. Co., Newark, N. J.
10. A. A. Hess, Continental Electric Co., Chicago, and E. M. Kahn, The Cincinnati Butchers' Supply Co., New York.
11. W. H. McCormac, Cleveland, and J. C. Lundmark, Chicago, sales engineers with the V. D. Anderson Co., Cleveland, O.
12. J. C. Mellon, French Oil Mill Machinery Co., Piqua, Ohio, and Mrs. Abell and C. J. Abell, general superintendent, Hughes Provision Co., Cleveland, O.
13. Mack Warner, Sayer & Co., New York.
14. H. W. Wernecke, vice president and advertising manager, The National Provisioner; Matt Brown, vice president, Great Falls Meat Co., Great Falls, Mont., and A. W. Goering, president, The Ideal Packing Co., Cincinnati.
15. Mrs. Oliver and W. E. Oliver, general manager, Afral Corporation, Chicago.
16. Kenneth Warden, Howard Reynolds and Robert Lowey, representing the Dewey & Almy Chemical Co., Cambridge, Mass.
17. Irving Rabinowitz, president, and Marvin D. Kanter, vice president, Packers Equipment Co., Philadelphia.
18. H. S. Norris, treasurer; W. C. Coburn, Boston sales representative, and Al M. Whitman, all of Public Service Heat & Power Co., Lipton division, New York City.

than anyone admitted would ever be needed.

They are worried, moreover, by the inefficiency of both labor and management in many of the industries: antiquated methods which labor will not allow to be junked in favor of more modern mechanized practices. What is the answer? Well, it is very hard to guess.

They realize well enough that the devaluation of the pound, which has

# ASMUS BROS. INC.

*From all Parts of the World*

THE FINEST

# SPICES

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- ☐ Boneless Barbecue Round

been known to be in the air for some time, will do no real good to Great Britain. It is like giving aspirin to someone suffering from cancer. He may have a slightly more comfortable hour or two, but he is in no better health than he was before he was given the palliative.

### Need to Export People

It seems to me that the only thing that will solve the problem of England is something which I know they will never undertake, and that is to export human beings. Forty-six or forty-seven million people are on that island. They can't feed them and they do not have raw material enough for them to work. If 15,000,000 could go to Canada or Australia, perhaps the 30,000,000 who were left would make a go of it. However, that could not even be discussed at this time.

They are hopeful, though they realize the difficulties of the situation. They are hopeful, because history is on the side of England. England was a gone goose when the Armada sailed, but somehow they got through. Napoleon was going to wipe it out, but he never did. The Kaiser and Hitler failed. The great recuperative power of the people in that little island has not been all stamped out yet.

The standard of living is going down, and what is the answer? Far too many Englishmen have given up trying to find an answer. Far too many Englishmen are content to go to the football games and to bet on the horses and the dogs. By the way, gambling winnings, you know, are not taxable as income in England, and that is the only chance a man has of picking up £500. Far too many are trying to make easy money by playing the horses.

### Help them Solve Problems

I say they are friends. I need not add to you businessmen that the British have been, over the years, very good customers of the United States. I hope we will do all we can to help them solve their problems, and I should certainly make as a preliminary condition that they go to work and realize that very soon American subsidies will come to an end.

When I stepped off the Nieuw Amsterdam here in New York a week ago, I said to my wife, "I have never been so glad to be a citizen of the United States as I am now, having seen close up what it means to live across the water."

I say to you that no pains are too great to preserve the freedom that we have left from the false gods of socialism and from the stupid controls of an inefficient state. No pains are too great to educate our young men and young women concerning the fallacies which the left-wingers advance as truths and to show to them that a society in which men are free to fail or to succeed in accordance with their deserts is a far better society than one in which a paternalistic government tries to plan things



so that everyone will be happy, and no one ever is.

You in your activities, members of this Institute, illustrate some of the ways in which free enterprise can operate for the welfare of the whole body politic. I congratulate you on your philosophy of life and of business. I congratulate you on what you have done. I wish you well in what you plan for the future. And again I wish to thank you most sincerely for the honor of being asked to come here and address you this evening.

**CHAIRMAN J. F. KREY:** Thank you, Dr. Snyder, for your interesting talk and for the lesson and the warning that we had all better heed and make a creed. We are certainly most appreciative of your being here.

This terminates the forty-fourth annual convention of the American Meat Institute.

*(The dinner session, the concluding event of the forty-fourth annual meeting of the American Meat Institute, adjourned at 9:45 p.m. on September 21, 1949.)*

## TIME OUT FOR A VISIT

1. Harry W. Fortey, sales manager, H. P. Cannon & Son, Inc., Bridgeville, Del.
2. Virgil Norris, president, Consolidated Engineering Enterprises, Chicago and R. T. Townsend, president, Townsend Engineering Co., Des Moines, Ia.
3. George W. Smale, president, Smale Metal Products Co., Chicago.
4. R. W. Morris, president, and Eric Davies, both of Morris Laboratories Co., New York.
5. W. A. Gebhardt, president, Advanced Engineering Corp., Milwaukee, and W. W. Morgan, president, Arctic Engineering Corp., Chicago.
6. Murray Levine, Tolf Nay, Nate Levine, president, and Mrs. Nate Levine, all of Eagle Beef Cloth Co., Brooklyn.
7. Carl Schartel, superintendent of J. H. H. Voss Co., Inc., New York.
8. G. F. Frank, president, G. F. Frank & Sons Co., Cincinnati, and H. Smith Wallace, advertising sales, *The National Provisioner*.
9. C. Haley and J. H. Ross, both of Fort Engineering & Sales Ltd., Montreal, Canadian distributors for Atmos Corporation; C. B. Jensen, chief engineer, and I. Heymanson, president, Atmos Corporation, Chicago.
10. R. M. Conner, vice president, United States Cold Storage Corporation of Chicago, Ill.
11. John Adelman, president, and Fred J. Flynn, general manager, both of Ham Boiler Corp., Port Chester, N. Y.
12. Sidney X. Goldfarb, president, Cincinnati Cotton Products Co., Cincinnati, O.





S. H. SLICHTER

# Nearby Economic Trends Look Good To Slichter

**SUMNER H. SLICHTER:** For virtually a year the country has been going through a recession. It has been an unusual recession. Retail sales, for example, have shown virtually no change, expenditures on plant and equipment have declined less than 5 per cent, expenditures on construction have been a little above 1948, government purchases of goods and services are running more than 10 per cent above last year, the sales of automobiles are at record-breaking levels. Even at the end of June, over 300 commodities were subject to export licenses.

Nevertheless, there has been a recession. The wholesale price level has dropped about 10 per cent and the index of consumer prices about 3 per cent, industrial production in July was over 13 per cent below last year, and the number of people at work or holding jobs was nearly 2,000,000 less than a year earlier. The gross national product in the second quarter of 1949 was running in physical terms about 3 per cent below 1948.

The immediate cause for the recession has been the adjustment of business inventories to the slow decline in prices which began about a year ago. During 1948 nearly 2.5 per cent of the gross national product, or about \$6,500,000,000, went into increasing inventories. During the second quarter of 1949, inventories were reduced at the annual rate of \$2,800,000,000. Drawing down inventories made it possible for business concerns to supply consumers with goods at about the same rate as in 1948 while producing at a lower rate.

There is good reason to believe that the period of inventory adjustment is nearing an end. For about six months consumption has been exceeding production. There have been sizeable reductions in the physical volume of inventories, especially in the non-agricultural part of industry. Inventories are getting close to the point where the rate of buying by business enterprises may be expected at least to equal their rate of sales.

What are the immediate business prospects? Does the end of the inventory adjustment mean that there will soon be a resumption of the post-war boom? Or is the recession likely to enter a new phase and to become substantially deeper? During the period of inventory adjustment, production and employment have been well sustained by large expenditures on automobiles, industrial plant, equipment, and housing.

Will the recent high rate of expenditures on these goods continue much longer? If these expenditures drop substantially, will not the country be plunged far deeper into depression? How will the devaluation of the British pound and other currencies affect the economy? Will it strongly reinforce deflationary influences and thus intensify and prolong the recession? How would wide-spread stoppages of production in the steel or coal industry affect business? Would they produce a drop in production, employment, and incomes from which the country would not easily and quickly recover? These are the questions with which my remarks will deal.

One may assert with some confidence, I think, that the end of inventory adjustment will not result in the resumption of the post-war boom. I mean by boom a tendency for demand to be substantially greater than supply so that economy is threatened with a disorderly rise in prices as in the latter half of 1947.

It is true that many of the makings of a boom still exist. The accumulated needs for many goods even today are large, the liquid assets of individuals and business enterprises are enormous, the debts of individuals and business enterprises are low in relation to their incomes and to their assets, the rate of spending of individuals in relation to the size of personal holdings of cash and demand deposits is still little more than half the pre-war rate. If individuals were to spend their cash as rapidly as in 1939, they would produce a strong upsurge in prices.

I do not expect a sudden rise in the

rate of spending. During the last phases of the post-war boom, business was sustained, as I have pointed out, in considerable measure by the accumulation of inventories by business concerns. Unless there is a substantial rise in the rate of buying by individuals, enterprises will not seek to make a large increase in their inventories as they did in 1948. I do not expect a substantial rise in the rate of expenditures by individuals for consumer goods. Though needs are still enormous, they are no longer particularly urgent.

## Urgency of Needs Declines

The declining urgency of needs is indicated by the change in the relationship between expenditures for consumer goods and personal incomes after taxes. Up until about the fourth quarter of 1947, expenditures on consumer goods were increasing faster than personal incomes after taxes.

Between the fourth quarter of 1944 and the fourth quarter of 1945 there was a slight decrease in personal incomes after taxes but individuals increased their outlay for consumer goods by an annual rate of \$13,800,000,000. Between the fourth quarter of 1945, and the fourth quarter of 1946, there was a rise of \$1.76 in expenditures for consumer goods for every dollar rise in personal incomes after taxes; between the fourth quarter of 1946 and the fourth quarter of 1947, a rise of \$1.06 in expenditures for consumer goods for every dollar increase in personal incomes after taxes. Between the fourth quarter of 1947 and the fourth quarter of 1948, however, incomes after taxes increased much faster than outlay for consumer goods—indeed, expenditures for consumer goods increased only 54.4c for every dollar rise in personal incomes after taxes. This low rate of spending during 1948 partly reflected abnormal conditions—the postponement of consumption in anticipation of lower prices or better quality of goods. Nevertheless, there is no mistaking the fact that the disposition to spend had been

slowly dropping for three years prior to 1948. Since this trend represents a drop in the urgency of demand, it is not likely to be sharply reversed.

Is the present high rate of expenditures on automobiles, plant, equipment, and housing likely to continue much longer? Is there not likely to be an early drop in these expenditures and will not this drop bring about substantial further decreases in production and employment? In other words, is the inventory adjustment through which the country has been passing only the first phase of the present recession? Is the real recession still ahead of us and will it soon begin with a large drop in expenditures on automobiles, plant, equipment, and housing?

Some time within the next five years the country may have to go through a difficult readjustment produced by a drop in expenditures on various types of durable goods, such as automobiles, plant, equipment, and housing. I do not expect this adjustment to come during the next year—although within that period a drop in some of these types of outlay, such as expenditures for automobiles, is likely. This drop, however, would not be large and would be more than offset by increases in other types of spending. Hence, I do not believe that the recovery from the present recession will be prevented by a decrease in expenditures for automobiles, plant, equipment, and housing. Let us analyze briefly the prospective demand for these types of goods.

#### Demand for Automobiles

The urgency of the demand for passenger automobiles has been dropping for some time and will continue to drop. For over two years the prices of cars were too low to equate supply and demand. At present, demand and supply seem to be roughly in balance. Unless there are early reductions in the prices of cars, or at least a moderate rise in incomes, the output of cars will drop. Of course, a decrease in the price of foodstuffs will help sustain the sales of cars. In any event, the decline in the sales of cars is not likely to be large as long as personal income remains at about its present level because the number of overage cars is very large. The average age at which cars are scrapped has been estimated at about 12.5 years, though improvements in body construction since 1937 may have raised this age. At any rate, in midyear 1948 there were 5,200,000 cars over 12.5 years of age and 2,600,000 more within a year of this age. Furthermore, scrappage of cars in 1948 was about half of normal, if 12.5 years is accepted as the average life of a car. Hence, an abnormally large replacement demand will remain for a year or more.

The present rates of expenditures on plant, equipment, and housing are abnormally high by past standards, but no early substantial drop in these expenditures seems likely before the middle of next year at the earliest. In the second quarter of 1949, there was one dollar of expenditure on plant, equipment, or housing for every \$6.96 of

gross national product in comparison with a dollar of expenditure for these purposes for every \$7.33 of gross national product in 1929, for every \$9.63 in 1939, and every \$8.69 in 1940. Nevertheless, I do not expect an early substantial drop in any of these types of expenditures.

One of the three types, expenditures on non-residential private construction, has been abnormally low. Last year these expenditures were only 3.1 per cent of the gross national product—a slightly smaller proportion than in 1940, when non-residential construction was 3.2 per cent of the gross national product, and only slightly above 1939 when non-residential private construction was only 3.0 per cent of the gross national product. In 1929 non-residential construction was 4.9 per cent of the gross national product. Non-residential construction is not likely to drop very much from the present low level.

Expenditures on producers' durable equipment are abnormally high. In the second quarter of 1949 they were 8 per cent of the gross national product; in 1948, 7.9 per cent. Back in the boom year of 1929, expenditures on durable producers' goods were 6.2 per cent of the gross national product. No early large drop in outlays on producers' durable goods seems likely because accumulated demand is still great and the need of enterprises to reduce production costs is large. New and better equipment is the most promising way open to most concerns to get down their costs. Although no early large drop in expenditures on producers' durable equipment is likely, one should bear in mind that the present rate of expenditures is probably higher than will be indefinitely sustained.

Expenditures on housing also seem likely to remain high, at least for a year or so—possibly much longer. The figures on housing are far from satisfactory. It is estimated, however, that between 1940 and 1948 the number of dwelling units in the United States increased by about 7,600,000. This allows for demolitions and conversions to non-residential uses. In the same period the number of families increased by 6,900,000. About 1,700,000 of the dwelling units were provided by subdividing existing houses. The quality of many of the dwelling units produced by subdividing existing units is quite uncertain. Undoubtedly many of the dwelling units added in this manner must be regarded as temporary.

The strength in the demand for housing has been one of the outstanding features of business during 1949. In the first quarter of the year new housing starts were 5.7 per cent below the first quarter of 1948; in the second quarter they were 5.6 per cent below the second quarter of 1948. During the last three months, however, new housing starts have been running above the corresponding period of 1948. In August, they were 12 per cent above August, 1948.

Underlying the sustained demand for housing is a large increase in population and a significant rise in the birth

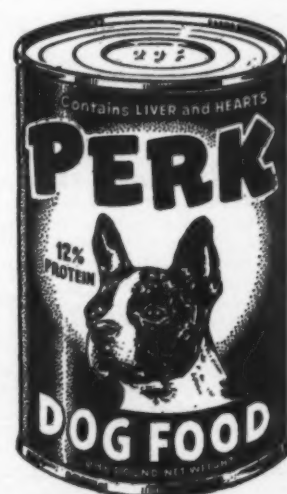
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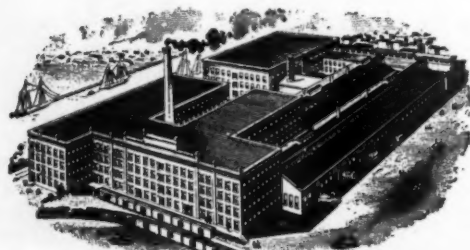
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rate. The decade of the forties will see the largest increase of population in the history of the United States—an increase of roughly 19,000,000. This upsurge in the growth of population has made all recent estimates of population growth obsolete. For example, the country today already has more people than the Temporary National Economic Commission assumed it would have in 1960. Even the population forecasts made by the Census as late as 1945 are badly obsolete because the country today has nearly 4,000,000 more persons than the Census in 1945 estimated it would have at this time. The rise in the birth rate shows no signs of subsiding, because births in the first half of 1949 were slightly larger than during the first half of 1948.

One way of judging whether the present rate of expenditures on plant, equipment, and housing is abnormally large is to estimate the rate of such expenditures which the economy can be expected to sustain in the long run. In the second quarter of 1949 expenditures on plant, equipment, and housing were running at the annual rate of \$36,800,000,000 a year.

### Plant and Equipment Spending

It is reasonable to expect plant and equipment to increase by a rate of 3.0 per cent per worker a year. I have made a rough estimate that industrial plant and equipment at the end of 1949 was about \$290,500,000,000, or \$5,350 per worker outside of government employment. If plant and equipment per worker were increased about 3 per cent a year, and if the net increase in the work force were 600,000 per year, a net new investment in industrial plant and equipment of roughly \$12,000,000,000 a year would be required. If replacements ran about half again as much as new investment, as in the past, gross private investment in industrial plant and equipment would run around \$30,000,000,000 a year. To this should be added some expenditures on housing to provide for the increase in population and the replacement of old housing. These might run about \$4,000,000,000 or more a year. Total outlay on plant, equipment, and housing which may be regarded as "normal" from the long-run point of view is, therefore, about \$34,000,000,000—not very much below the present amount of gross private investment.

The view that the recession in business will not be aggravated by a drop in expenditures on automobiles, plant, equipment and housing presupposes that the other principal forms of expenditures, such as the outlays of local, state, and federal governments for goods and services and the outlays of individuals for consumer goods in general will not drop. As a matter of fact, I expect these two other forms of expenditures to rise.

The defense expenditures of the federal government will continue to rise for a number of months to come. Expenditures by local and state governments are steadily climbing and may be expected to continue to rise. The ac-



cumulated need of communities for schools, hospitals, roads, bridges, and other public works is very large. Next year the pressure for much-needed outlays for modern highways will be greater than ever. With over 7,000,000 trucks obstructing traffic, enormous expenditures on roads are inevitable. Hence, government expenditures during the next nine months will be larger than during the corresponding period of the previous year. Included in government spending are the large special insurance dividends which will be paid to veterans early next year.

Expenditures of individuals for consumer goods are likely to become a larger proportion of total personal income after taxes. During 1948 and the first quarter of 1949, the ratio of expenditures for consumer goods dropped relative to incomes after taxes. As a result, personal savings increased from an annual rate of roughly \$6,700,000,000 in the first quarter of 1948 to an annual rate of about \$17,100,000,000 in the first quarter of 1949. The figures on savings are not entirely reliable, but it seems clear that the increase in personal savings was substantial. In the second quarter of 1949, however, the rate of saving was moderately below the first quarter. The drop in the rate of saving is likely to continue because the large volume of savings during recent months was based undoubtedly upon the decision to see how far prices were likely to fall. If individuals could be persuaded to reduce their saving to an annual rate of about \$13,000,000,000, or about 6.7 per cent of personal incomes after taxes, purchases of consumer goods at present income levels would rise by about \$3,000,000,000 a year or 1.7 per cent. Such a rate of saving would be about half way between the rate prevailing in the second quarter of 1948 and the third quarter of 1948. It would be slightly above the average rate for the year 1948.

### How About Devaluation?

Does not the devaluation of the British pound and other currencies make all of the above analysis obsolete? Do not these devaluations strongly reinforce deflationary influences? And are they not bound to push production and employment down substantially below present levels? My judgment is that the immediate effects of devaluation on the United States will be quite limited. These immediate effects will be mildly deflationary. The long-run effects of devaluation will be favorable to the economy because devaluation will help establish more normal relationships between the United States and other countries.

One of the best things about the devaluation is that it has occurred and is over with. Hence, an important uncertainty has been removed for the time being. Another good thing about the devaluation is that it is fairly drastic and may, therefore, in conjunction with other devaluations and Marshall plan aid, meet the needs of the world for at least the remaining period of the Mar-

shall plan. So great is the technological superiority of the United States, however, and so great the capacity of this country to improve methods of production that devaluation of other currencies may be needed every few years.

The immediate effect of the devaluation is to raise the price of American exports to all of the countries which have devalued their currencies and to reduce the prices of goods produced by other countries in American markets. Devaluation is likely to affect American exports more quickly than American imports. Imports from other countries into the United States are limited by a considerable variety of conditions—the ability of other countries to produce goods or to spare them, the American tariff and customs regulations, the lack of adaptability of foreign goods to the needs and tastes of Americans and the reluctance of Americans to buy goods on which they may not be able to get satisfactory service.

If prices in British currency remain unchanged, the British will need to increase the physical volume of goods sold to the United States by over 40 per cent in order to earn the same number of dollars when the pound is priced at \$2.80 as when it was priced at \$4.03. Such a large increase in exports cannot be expected to occur at once—although for a few weeks the British may receive large orders based upon the demand which accumulated while people were waiting for devaluation to occur. At any rate foreign countries are likely to have fewer dollars to buy goods from the United States in the immediate future than they possessed a year ago.

### Effect Will Be Limited

There are three principal reasons for believing that the immediate effect of the devaluation of the pound upon the American economy will be limited. In the first place, devaluation comes at a time when inventories are low and when buying by business enterprises has been less than their rate of sales. Under these circumstances expectation of lower prices cannot produce much added postponement of buying. In fact, it can hardly prevent the rate of buying from rising to the rate of sales.

In the second place, devaluation comes at a time when decreases in prices are needed to stimulate consumer buying in the United States. American business concerns have been reluctant to go after business by cutting prices, and substantial price cuts have been confined to relatively few commodities. The availability of foreign goods at lower prices will stimulate at least a small amount of price cutting in the United States. This will be desirable from the standpoint of maintaining production and employment.

In the third place, the surplus of exports of goods and services from the United States over imports of goods and services into the United States is only a small fraction of the gross national product. In 1948 the surplus of exports of goods and services over imports was

\$6,300,000,000, or 2.4 per cent of the gross national product of \$262,400,000,000; in the second quarter of 1949, the surplus was running at an annual rate of \$7,300,000,000, or 2.8 per cent of the gross national product which was running at an annual rate of \$256,100,000,000.

One cannot expect devaluation immediately to eliminate the surplus of exports of goods and services over imports. Perhaps it might cut the surplus in half. That would be equivalent to slightly more than a 1 per cent rise of supply in relation to demand. A change of this magnitude would not have great influence on the economy as a whole, though the impact upon specific industries might be considerable. One should bear in mind that any success of other countries in selling to the United States will simply increase their demand for American goods.

Is there not danger that a large and prolonged strike in the coal industry or the steel industry would plunge the country into a recession from which it would not easily recover? Certainly a large and prolonged strike in either of these two industries would sooner or later produce substantial unemployment and a large drop in incomes and in the immediate demand for goods. I say this despite the fact that the country's ability to limp along with insufficient supplies of essential goods is greater than most of us suspect.

I do not believe, however, that a severe strike in the coal industry or the steel industry would produce a recession from which the country would have difficulty in recovering. The state of business is fundamentally determined by the willingness of individuals and business to buy goods. This willingness is determined by accumulated needs, new desires, the volume of liquid assets, the volume of debts, judgments concerning investment opportunities, and the general appraisal of the future. Some of these determinants of the level of business would be affected by a prolonged coal or steel strike, but none of them would be affected to a very substantial extent. Others would not be affected at all.

To some extent a prolonged strike would even increase the demand for goods because it would give needs a chance to become more acute and make people more willing to draw upon liquid assets or go into debt in order to acquire goods. I do not minimize the undesirability of prolonged stoppages of production of coal or steel, but I do not believe that the effects of these stoppages would last long beyond the stoppages themselves.

This analysis leads to the conclusion that the immediate outlook for business is the maintenance of substantially the present levels of production and employment with the underlying movement slowly upward. The reduction of inventories is about over. This means that business buying will soon have to rise to the current rate of consumption of goods. No substantial drop in expenditure

(Continued on page 247.)

# Output of Processed Meats in August Increases 62,867,000 lbs. Over July Total

THE total meat and meat products prepared and processed under federal inspection—August 1949, with comparisons

## MEATS AND MEAT FOOD PRODUCTS PREPARED AND PROCESSED UNDER FEDERAL INSPECTION—AUGUST 1949, WITH COMPARISONS

	August 1949	August 1948	January-August 1949	January-August 1948
<b>Meat placed in cure—</b>				
Beef .....	9,813,000	10,464,000	71,501,000	65,872,000
Pork .....	268,320,000	214,713,000	2,176,639,000	1,974,943,000
<b>Smoked and/or dried—</b>				
Beef .....	3,977,000	4,589,000	35,602,000	37,254,000
Pork .....	180,173,000	162,750,000	1,340,481,000	1,223,670,000
<b>Sausage—</b>				
Fresh (finished) .....	17,135,000	16,775,000	150,825,000	139,520,000
Smoked and/or cooked .....	96,250,000	90,604,000	853,362,000	821,483,000
To be dried or semi-dried .....	11,232,000	10,776,000	77,530,000	69,098,000
<b>Total sausage .....</b>	<b>124,617,000</b>	<b>118,155,000</b>	<b>1,022,687,000</b>	<b>930,111,000</b>
<b>Loaf, head cheese, chili con carne, jellied products, etc. ....</b>	<b>16,000,000</b>	<b>15,703,000</b>	<b>116,133,000</b>	<b>121,672,000</b>
<b>Cooked meat—</b>				
Beef .....	2,516,000	2,533,000	19,206,000	16,699,000
Pork .....	50,999,000	42,560,000	389,907,000	350,464,000
<b>Canned meat and meat food products—</b>				
Beef .....	6,670,000	9,009,000	51,865,000	67,882,000
Pork .....	37,739,000	39,112,000	318,335,000	319,677,000
Sausage .....	7,936,000	8,673,000	48,766,000	56,341,000
Soup .....	15,035,000	25,024,000	265,465,000	325,997,000
All other .....	31,643,000	40,587,000	229,680,000	283,597,000
<b>Total .....</b>	<b>90,043,000</b>	<b>122,405,000</b>	<b>909,511,000</b>	<b>1,023,494,000</b>
<b>Bacon (sliced) .....</b>	<b>69,231,000</b>	<b>57,043,000</b>	<b>478,326,000</b>	<b>385,112,000</b>
<b>Lard—</b>				
Rendered .....	120,304,000	85,083,000	1,144,969,000	1,020,334,000
Refined .....	98,675,000	90,375,000	940,271,000	765,696,000
<b>Rendered pork fat—</b>				
Rendered .....	7,953,000	5,511,000	65,001,000	50,022,000
Refined .....	3,980,000	3,563,000	38,574,000	27,527,000
Oil stock .....	8,571,000	6,563,000	61,820,000	44,281,000
Edible tallow .....	6,042,000	4,445,000	55,501,000	39,464,000
Compound containing animal fat .....	26,455,000	18,189,000	137,788,000	142,416,000
Oil containing animal fat .....	3,180,000	2,098,000	18,321,000	7,910,000
Miscellaneous .....	6,081,000	5,611,000	68,209,000	51,036,000
<b>*Total .....</b>	<b>1,105,930,000</b>	<b>972,352,000</b>	<b>8,945,126,000</b>	<b>8,178,004,000</b>

\*This figure represents "inspection pounds" as some of the products may have been inspected and recorded more than once due to having been subjected to more than one distinct processing treatment, such as curing first and then canning.

eral inspection during August 1949 was 1,105,930,000 lbs., according to the U. S. both a month and a year earlier, and was the largest August output since the

## HEAVY BUTCHERS SHOW SOMEWHAT IMPROVED CUTTING MARGIN

(Chicago costs and credits, first three days of week.)

Relatively little change was registered in the light and mediumweight cut-out margins this week, while the margin for the heavyweights showed an improvement of 27c over a week earlier. Lightweights cut at plus 23c, while mediums cut minus 76c.

This test is computed for illustrative purposes only. Each packer should figure his own test, using actual costs, credits, yields and realizations. The values reported here are based on available Chicago market figures for the first three days of the week.

—180-220 lbs.—					—220-240 lbs.—					—240-270 lbs.—				
	Pct.	Price	per	Value		Pct.	Price	per	Value		Pct.	Price	per	Value
	live	live	per	Value		live	live	per	Value		live	live	per	Value
	wt.	lb.	lb.	fin.		wt.	lb.	lb.	fin.		wt.	lb.	lb.	fin.
Skinned hams .....	12.7	40.3	\$ 5.11	\$ 7.29	12.6	40.8	\$ 5.14	\$ 7.22	12.5	43.4	\$ 5.42	\$ 7.86		
Pickles .....	5.5	30.1	1.65	2.44	5.3	29.2	1.55	2.25	5.3	29.2	1.55	2.16		
Boston butts .....	4.2	39.0	1.63	2.38	4.0	38.5	1.54	2.23	4.0	38.0	1.52	2.16		
Loins (blade in) .....	9.9	43.0	4.26	6.28	9.6	43.0	4.13	5.98	9.5	39.6	3.76	5.23		
Belles, S. P. .....	10.8	36.2	3.90	5.76	9.2	36.2	3.33	4.89	3.9	36.2	1.41	1.99		
Belles, D. S. .....					2.1	26.5	.56	.80	8.5	26.5	2.25	3.18		
Fat backs .....					3.1	9.0	.28	.41	4.5	10.0	.45	.64		
Plates and jowls .....	2.9	13.1	.38	.55	3.0	13.1	.39	.55	3.4	13.1	.44	.63		
Lean leaf .....	2.2	9.9	.22	.32	2.1	9.9	.21	.31	2.2	9.9	.22	.31		
P. S. lard, rend. wt. 13.8	11.3	1.54	2.25	12.1	11.3	1.57	1.94	10.6	11.3	1.15	1.64			
Sparabris .....	1.6	33.3	.61	.88	1.6	29.8	.48	.69	1.6	21.3	.34	.47		
Regular trimmings .....	3.1	25.2	.78	1.18	2.8	25.2	.70	1.06	2.9	25.2	.73	1.03		
Feet, tails, etc. ....	2.0	11.8	.24	.34	2.0	11.8	.24	.33	2.0	11.8	.24	.33		
Offal & misc. ....			.50	.73			.50	.72			.50	.71		
<b>Total yield &amp; value .....</b>	<b>68.5</b>		<b>\$20.82</b>	<b>\$30.40</b>	<b>69.5</b>		<b>\$20.42</b>	<b>\$29.38</b>	<b>70.5</b>		<b>\$19.98</b>	<b>\$28.34</b>		
			<b>Per</b>				<b>Per</b>				<b>Per</b>			
			<b>cwt.</b>				<b>cwt.</b>				<b>cwt.</b>			
Cost of hogs .....			\$19.44				\$20.17				\$20.23			
Condemnation loss .....			.10				.10				.10			
Handling and overhead .....			1.06				.91				.82			
<b>TOTAL COST PER CWT. ....</b>			<b>\$20.59</b>				<b>\$21.18</b>				<b>\$21.15</b>			
<b>TOTAL VALUE .....</b>			<b>20.82</b>				<b>20.42</b>				<b>19.98</b>			
Cutting margin .....			+.23				+.76				+.17			
Margin last week .....			+.29				+.78				+.14			

month in 1944 when 1,238,030,000 lbs. was reported. The increase in August 1949 production over August 1948 reflected the larger quantities of pork items, lard and rendered pork fat, other items containing animal fat and sausage products which were prepared. The eight-month cumulative total of 8,945,126,000 lbs. in 1949 was 767,122,000 lbs. larger than the total for 1948.

August 1949 sausage output of 124,617,000 lbs. was 12,916,000 lbs. larger than July 1949 production of 111,701,000 lbs. and 6,462,000 lbs. more than output in the same month of 1948. The 1949 cumulative total for these items was 882,026,000 lbs., compared with 830,111,000 lbs. in the period last year.

The 99,043,000 lbs. of meat and meat food products canned in August was 10,466,000 lbs. more than the amount a month earlier, with canned pork and soup being the only two items which were not canned in greater quantity. Last year's August output of 122,405,000 lbs. was 23,362,000 lbs. larger, however, than the current amount, with all items canned in larger volume during that month. The 1948 cumulative total of 1,023,494,000 lbs. was higher than this year's total of 909,511,000 lbs.

Product canned in slicing and institutional sizes increased 1,542,188 lbs. dur-

## MEAT AND MEAT FOOD PRODUCTS CANNED UNDER FEDERAL INSPECTION IN AUGUST, 1949

Item	Pounds of finished product	Slicing and institutional sizes (3 lbs. or over)	Consumer packages or shelf sizes (under 3 lbs.)
Luncheon meat (include such items as spiced ham, chopped and pressed meats) .....	18,276,004	10,410,812	
Canned hams (whole & fractional) .....	5,935,397	203,957	
Chilled beef hash .....	480,207	3,694,505	
Chili con carne .....	270,304	6,020,043	
Vienna sausage .....	329,988	5,416,571	
Potted and deviled meat food products (excluding deviled ham) .....	1,404	3,330,295	
Deviled ham .....	21,196	574,689	
Panades .....	67,938	2,298,576	
Sliced dried beef .....	3,440	329,985	
Liver products .....	24,389	229,801	
Meat stew (all types) .....	63,875	2,827,576	
Spaghetti meat products (all types) .....	171,582	2,153,912	
Tongue (other than pickled) .....	867,549	136,221	
Vinegar pickled products .....	1,109,135	1,621,092	
All other products containing 20% or more meat .....	233,082	7,440,945	
All other products containing less than 20% meat (excluding canned soup) .....	27,951,490	9,287,029	
<b>Total of all products .....</b>	<b>27,951,490</b>	<b>56,036,009</b>	

ing August, moving from 26,409,302 lbs. in July to 27,951,490 lbs., while product placed in consumer packages increased from 43,054,717 lbs. to 56,036,009 lbs.

The preparation of loaf items was stepped up by 1,291,000 lbs. during August, with output of 16,000,000 lbs. comparing with 14,709,000 lbs. a month earlier. This production was 297,000 lbs. larger than that of August 1948. The cumulative total of 116,133,000 lbs. in January-August 1949, however, was under last year's total of 121,672,000 lbs.

Packers increased bacon slicing opera-

(Continued on page 250.)

# SAMI S. SVENDSEN

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## MEAT AND SUPPLIES PRICES Chicago

### WHOLESALE FRESH MEATS

#### CARCASS BEEF

(L.C.I. prices)

Sept. 28, 1949

Native steers—

Choice, 600 800 ..... 47 @ 48

Good, 500 700 ..... 45 1/2 @ 45 3/4

Good, 700 900 ..... 43 1/2 @ 45 1/4

Commercial, 500 700 ..... 41 @ 42 1/2

Utility, 400 up ..... 30 @ 34

Commercial cows, 500 800 ..... 28 1/2

Can. & Cut. cows, north, ..... 26

Bologna bulls, north, ..... 29

600 up ..... 29

#### STEER BEEF CUTS

500/700-lb. Carcasses

(L.C.I. prices)

Choice:

Hinds & ribs ..... 58

Round ..... 55 @ 57

Loins, trimmed ..... 88 @ 90

Loins & ribs (sets) ..... 70 @ 81

Sirloins ..... 84

Forequarters ..... 40 @ 41

Backs ..... 42 @ 43

Chucks, square cut ..... 43 @ 46

Ribs ..... 61 @ 63

Briskets ..... 32 @ 34

Good:

Hinds & ribs ..... 51 @ 54

Round ..... 46 @ 48

Loins, trimmed ..... 78 @ 82

Loins & ribs (sets) ..... 70 @ 82

Sirloins ..... 82

Forequarters ..... 38 @ 40

Backs ..... 40 @ 41

Chucks, square cut ..... 43 @ 46

Ribs ..... 54 @ 58

Briskets ..... 32 @ 34

Navels ..... 14 1/2 @ 15

Plates ..... 23 @ 25

Hind shanks ..... 24

Fore shanks ..... 27 @ 29

Bull tenderloins, 5 up ..... 31 @ 34

Cow tenderloins, 5 up ..... 31 @ 34

#### BEEF PRODUCTS

(L.C.I. prices)

Tongues, selected, 3/4 up, ..... 32 @ 33

fresh or frozen ..... 32 @ 33

Tongues, house run, ..... 25 @ 26

fresh or frozen ..... 6 1/2 @ 7

Hearts ..... 22 @ 23

Livers, selected ..... 48 @ 49

Livers, regular ..... 33 @ 35

Tripes, scalded ..... 5 1/2 @ 6

Tripes, cooked ..... 7 @ 7 1/2

Kidneys ..... 14

Lips, scalded ..... 10

Lips, unscalded ..... 6 1/2 @ 6 1/2

Lungs ..... 5 1/2 @ 5 1/2

Melts ..... 5 1/2 @ 5 1/2

Udders ..... 5 @ 5 1/2

#### BEEF HAM SETS

(L.C.I. prices)

Knuckles ..... 43 @ 44 1/2

Insides ..... 45 @ 47

Outsides ..... 41 @ 42

#### FANCY MEATS

(L.C.I. prices)

Beef tongues, corned ..... 35 @ 36

Veal breads, under 6 oz ..... 87 @ 88

6 to 12 oz ..... 88 @ 89

12 oz. up ..... 89 @ 90

Calf tongues ..... 23 @ 24

Lamb fries ..... 85 @ 86

Ox tails, under 1/2 lb. .... 10 @ 10

Over 1/2 lb. .... 19 @ 20

#### WHOLESALE SMOKED MEATS

(L.C.I. prices)

Hams, skinned, 14/16 lbs., ..... 50 @ 52

wrapped ..... 50 @ 52

Hams, skinned, 14/16 lbs., ..... 55 @ 57

ready-to-eat, wrapped ..... 55 @ 57

Hams, skinned, 16/18 lbs., ..... 51 @ 53

wrapped ..... 51 @ 53

Hams, skinned, 16/18 lbs., ..... 55 1/2 @ 58

ready-to-eat, wrapped ..... 55 1/2 @ 58

Bacon, fancy trimmed, ..... 50 1/2 @ 55

brisket off, 8/10 lbs., ..... 50 1/2 @ 55

wrapped ..... 50 1/2 @ 55

Bacon, fancy, square cut, ..... 49 1/2 @ 53

seedless, 12/14 lbs., ..... 49 1/2 @ 53

wrapped ..... 49 1/2 @ 53

Bacon, No. 1 sliced, 1-lb. ..... 59 @ 63

open-faced layers ..... 59 @ 63

#### CALF & VEAL—HIDE OFF

Carcass

(L.C.I. prices)

Choice, 80/130 ..... 44 @ 46

Choice, 130/170 ..... 35 @ 42

Good, 80/130 ..... 38 @ 44

Good, 130/170 ..... 34 @ 39

Commercial, 80/130 ..... 33 @ 40

Commercial, 130/170 ..... 30 @ 33

Utility, all weights ..... 28 @ 32

### CARCASS LAMBS

(L.C.I. prices)

Choice, 40/50 ..... 45 @ 47

Good, 40/50 ..... 43 @ 46

Commercial, all weights ..... 38 @ 43

### CARCASS MUTTON

(L.C.I. prices)

Good, 70/down ..... 20 @ 22

Commercial, 70/down ..... 19 @ 20

Utility, 70/down ..... 18 @ 19

### FRESH PORK AND PORK PRODUCTS

(L.C.I. prices)

Hams, skinned, 10/16 lbs. .... 41 @ 43

Pork loins, regular, ..... 45 @ 45 1/2

under 12 lbs. .... 45 @ 45 1/2

Pork loins, boneless ..... 60 @ 61

Shoulders, skinned, bone in, ..... 37 1/2

under 16 lbs. .... 37 1/2

Picnics, 4/6 lbs. .... 31 1/2

Picnics, 6/8 lbs. .... 30 1/2

Boston butts, 4/8 lbs. .... 41

Boneless butts, c.t., 2/4 ..... 55 1/2 @ 56

Tenderloins ..... 63 @ 65

Neck bones ..... 17

Livers ..... 21 @ 22

Kidneys ..... 15 @ 15 1/2

Brains ..... 12

Ears ..... 9 @ 9 1/2

Smouts, lean in ..... 12 @ 12 1/2

Feet, front ..... 6 @ 6 1/2

### SAUSAGE MATERIALS—FRESH

(L.C.I. prices)

Pork trim., reg. 50% ..... 25

Pork trim., spec. .... 43 @ 43 1/2

85% lean ..... 43 @ 43 1/2

Pork trim., ex. 95% lean ..... 50 @ 51

Pork cheek meat, trmd ..... 34 @ 35

Pork tongues ..... 13 @ 14

Bull meat, boneless ..... 37 1/2 @ 38

Bon's cow meat, f.c., C. C. 35 1/2 @ 36

Cow chucks, boneless ..... 36 @ 37

Beef trimmings ..... 31 @ 32

Beef cheek & head meat, ..... 29 @ 30

trmd ..... 29 @ 30

Shank meat ..... 38 @ 39

Veal trimmings, bon's ..... 36 @ 36 1/2

### SAUSAGE CASINGS

(F. O. B. Chicago)

(L.C.I. prices quoted to manufac-

turers of sausage.)

Beef casings:

Domestic rounds, 1 1/2 to

1 1/2 in., 180 pack ..... 40 @ 45

Domestic rounds, over 1 1/2

in., 140 pack ..... 60 @ 70

Export rounds, wide, over

1 1/2 in. .... 1.05 @ 1.10

Export rounds, medium,

1 1/2 to 1 1/2 ..... 60 @ 65

Export rounds, narrow,

1 1/2 in. under ..... 95 @ 1.05

No. 1 weasands, 24 in. up, 12 ..... 14

No. 1 weasands, 22 in. up, 10 ..... 11

No. 2 weasands ..... 6

Middles, sewing, 1 1/2 @

1.10 @ 1.15

Middles, select, extra,

2 1/2 @ 2 1/2 in. .... 1.25 @ 1.35

Middles, select, extra,

2 1/2 @ 2 1/2 in. .... 1.45 @ 1.50

Middles, select, extra,

2 1/2 in. & up ..... 2.00 @ 2.10

Beef bungs, export No. 1, 24 @

26

Beef bungs, domestic ..... 14 @ 16

Dried or salted bladders,

per piece:

12-15 in. wide, flat ..... 20 @ 22

10-12 in. wide, flat ..... 10 1/2 @ 11 1/2

8-10 in. wide, flat ..... 6 @ 7

Pork casings:

Extra narrow, 29 mm. &

dn ..... 2.90 @ 3.00

Narrow, mediums, 29 @ 32

mm. .... 3.00 @ 3.10

Medium, 32 @ 35 mm. .... 1.80 @ 1.85

Spe. medium, 35 @ 38 mm. .... 1.40 @ 1.50

Wide, 38 @ 43 mm. .... 1.20 @ 1.25

Export bungs, 34 in. cut, 29 @

30

Large prime bungs,

34 in. cut ..... 18 @ 19

Medium prime bungs,

34 in. cut ..... 14 @ 15

Small prime bungs ..... 9 1/2 @ 11

Middles, per set, cap off ..... 55 @ 70

### DRY SAUSAGE

(L.C.I. prices)

Cervelat, ch. hog bungs ..... 55

Thuringer ..... 50

Farmer ..... 71

Holsteiner ..... 71

B. C. Salami ..... 78

B. C. Salami, new com. .... 48

Genoa style salami, ch. .... 85

Pepperoni ..... 70

Mortadella, new condition ..... 48

Cappicola (cooked) ..... 76

Italian style hams ..... 75



# DOMESTIC SAUSAGE

(l.c.l. prices)

Pork sausage, hog casings..45	@52
Pork sausage, bulk.....40	
Frankfurters, sheep casings..48	@49
Frankfurters, hog casings..44	
Frankfurters, skinless.....44	
Bologna.....38	@44
Bologna, artificial casings..39	@42
Smoked liver, hog bungs..47	@49
New Eng. lunch specialty..56	@64
Minced luncheon spec., ch..49	@50
Tongue and blood.....39	@40
Blood sausage.....31	
Souse.....30	
Polish sausage, fresh.....38	@56
Polish sausage, smoked....52	@56

# SEEDS AND HERBS

(l.c.l. prices)

	Whole	Ground
Caraway Seed.....	@23 1/2	@27 1/2
Coriander seed.....	@33	@30
Mustard seed, fcy.....	@23	
Yel. American.....	@19	
Marjoram, Chilean..	@20	@33
Oregano.....	@22	@26
Coriander, Morocco..		
Natural No. 1.....	@15	@18
Marjoram, French..	@45	@50
Sage Dalmation		
No. 1.....	@44	@50

# CURING MATERIALS

Cwt.

Nitrite of soda in 425-lb. bbls., del. or f.o.b. Chicago...	\$ 8.80
Salt peter, n. ton, f.o.b. N. Y.:	
Dbl. refined gran.....	11.00
Small crystals.....	14.40
Medium crystals.....	15.40
Pure rfd., gran. nitrate of soda.....	5.25
Pure rfd., powdered nitrate of soda.....	unquoted
Salt, in min. car. of 60,000 lbs. only, paper sacked f.o.b. Chgo.	
Granulated.....	Per ton \$19.80
Medium.....	25.80
Rock, bulk, 40 ton cars, Detroit.....	10.00
Sugar—	
Raw, 96 basis, f.o.b. New Orleans.....	6.02
Standard gran., f.o.b. refiners (2%).....	8.05
Packers' curing sugar, 250 lb. bags, f.o.b. Reserve, La., less 2%.....	7.25
Dextrose, per cwt. in paper bags, Chicago.....	7.05

# SPICES

(Basis Chgo., orig. bbls., bags, bales)

	Whole	Ground
Allspice, prime.....	29	33
Resifted.....	31	35
Chili powder.....		37
Chili pepper.....	36	@39
Cloves, Zanzibar.....	38	42
Ginger, Jam., unbl..	56	61
Ginger, African.....	57	62
Cochin.....		
Mace, fcy, Banda.....		1.26
East Indies.....		1.19
West Indies.....		
Mustard, sour, fcy.....	30	
No. 1.....	26	
West India Nutmeg.....	51	
Paprika, Spanish.....	48	@64
Pepper, Cayenne.....	59	
Red No. 1.....	56	
Pepper, Packers.....	1.31	1.50
Pepper, black.....	1.31	1.36
Pepper, white.....	1.89	1.95
Pepper, Black		
Malabar.....	1.31	1.36
Black Lampung.....	1.31	1.36

# PACIFIC COAST WHOLESALE MEAT PRICES

Los Angeles  
September 27

San Francisco  
September 27

No. Portland  
September 27

## FRESH BEEF: (Carcass)

STEER:			
Good:			
400-500 lbs.....	\$	\$45.00@46.00	\$
500-600 lbs.....		44.00@45.00	45.00@47.00
Commercial:			
400-600 lbs.....		42.00@45.00	35.00@39.00
Utility:			
400-600 lbs.....		35.00@39.00	31.00@34.00
COW:			
Commercial, all wts....		32.00@37.00	31.00@33.00
Cutter, all wts.....		25.00@27.00	23.00@26.00

## FRESH VEAL AND CALF: (Skin-Off)

Choice:			
130-170 lbs.....			38.00@40.00
Good:			
130-170 lbs.....		36.00@40.00	37.00@40.00

## FRESH LAMB & MUTTON: (Carcass)

SPRING LAMB:			
Choice:			
40-50 lbs.....		44.00@46.00	43.00@46.00
50-60 lbs.....		43.00@44.00	41.00@44.00
Good:			
40-50 lbs.....		44.00@46.00	43.00@46.00
50-60 lbs.....		43.00@44.00	41.00@44.00
Commercial, all wts....		38.00@43.00	36.00@40.00
Utility, all wts.....		35.00@38.00	33.00@35.00
MUTTON (EWE):			
Good, 75 lbs. dn.....		19.00@22.00	16.00@18.00
Commercial, 75 lbs. dn.		17.00@19.00	15.00@17.00

## FRESH PORK CARCASSES: (Packer Style)

80-120 lbs.....	36.00@38.00	(Shipper Style)	
120-137 lbs.....	35.00@36.00	(Shipper Style)	32.00@33.00

## FRESH PORK CUTS NO. 1:

LOINS:			
8-10 lbs.....		54.00@64.00	56.00@57.00
10-12 lbs.....		54.00@62.00	56.00@57.00
12-16 lbs.....		54.00@60.00	53.00@56.00
PICNICKS:			
4-8 lbs.....		38.00@42.00	

## PORK CUTS NO. 1:

HAM, Skinned:	(Smoked)	(Smoked)	(Smoked)
12-16 lbs.....		56.00@58.00	53.00@59.00
16-20 lbs.....		56.00@60.00	53.00@56.00
BACON, "Dry Cure" No. 1:			
6-8 lbs.....		54.00@56.00	54.00@56.00
8-10 lbs.....		50.00@54.00	50.00@54.00
10-12 lbs.....			50.00@54.00

## LARD, Refined:

Tierces		15.50@16.00
50 lb. cartons & cans...	17.00@18.00	
1 lb. cartons.....	18.00@19.00	16.00@17.00

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## CHICAGO PROVISION MARKETS

From The National Provisioner Daily Market Service

### CASH PRICES

CARLOT TRADING LOOSE BASIS  
F.O.B. CHICAGO OR  
CHICAGO BASIS  
THURSDAY, SEPTEMBER 29, 1949

#### REGULAR HAMS

Fresh or Frozen		S.P.
8-10	37½n	37½n
10-12	37½n	37½n
12-14	38n	38n
14-16	40n	40n

#### BOILING HAMS

Fresh or Frozen		S.P.
16-18	41½n	41½n
18-20	41½n	41½n
20-22	41½n	41½n

#### SKINNED HAMS

Fresh or Frozen		S.P.
10-12	40	40n
12-14	40½	40½n
14-16	42½	42½n
16-18	44	44n
18-20	44	44n
20-22	44	44n
22-24	45½	45½n
24-26	41	41n
26-30	39 @ 41½	39n
35-up, No. 2's		38n
Inc.	38	...

#### OTHER D.S. MEATS

Fresh or Frozen		Cured
Regular plates	14½n	14½n
Clear plates	10p	10p
Square Jowls	17	17½ @ 18
Jowl butts	13½ @ 14	13
S.P. Jowls	...	14

#### PICNICS

Fresh or Frozen		S.P.
4-6	30½	30½n
4-8 range	29½ @ 29½	...
6-8	29½	29½n
8-10	29½	29½n
10-12	29½	29½n
12-14	29½	29½n
8-up, No. 2's	29½	...
Inc.	29½	...

#### BELLIES

Fresh or Frozen		Cured
6-8	36½	38½n
8-10	36½	38½
10-12	36½	38½
12-14	36½	38
14-16	36½	38
16-18	34½	36
18-20	33	34½ @ 35

#### GR. AMN.

BEL.		D.S.
18-20	28½n	27½n
20-25	28	27n
25-30	27½	26½ @ 26½n
30-35	23½ @ 24	24
35-40	22½ @ 22½	22½
40-50	20	20

#### FAT BACKS

Green or Frozen		Cured
6-8	10	10½
8-10	10	10½
10-12	10	10½
12-14	11	11
14-16	11	11½
16-18	11½	12
18-20	11½	12½ @ 12½
20-25	11½	12½ @ 12½

### LARD FUTURES PRICES

MONDAY, SEPTEMBER 26, 1949

Open	High	Low	Close
Oct. 10.92½	11.07½	10.87½	11.02½
Nov. 10.22½	10.30	10.10	10.30
Dec. 10.10	10.32½	10.10	10.32½
Jan. 10.27½	10.30	10.27½	10.30b
Mar. 10.40	10.40	10.35	10.37½

Sales: 5,880,000 lbs.  
Open interest at close Fri., Sept. 23rd: Sept. 37, Oct. 338, Nov. 330, Dec. 374, Jan. 108 and Mar. 2 lots.

TUESDAY, SEPTEMBER 27, 1949

Open	High	Low	Close
Oct. 11.00	11.05	11.00	11.00b
Nov. 10.17½	10.25	10.17½	10.22½b
Dec. 10.22½	10.30	10.20	10.27½b
Jan. 10.27½	10.27½	10.25	10.25b
Mar. 10.32½	...	...	10.32½

Sales: 2,320,000 lbs.  
Open interest at close Sat., Sept. 24th: Sept. 23, Oct. 339, Nov. 328, Dec. 379, Jan. 109, Mar. 2; at close Mon., Sept. 26th: Sept. 2, Oct. 341, Nov. 329, Dec. 384, Jan. 110 and Mar. 4 lots.

WEDNESDAY, SEPTEMBER 28, 1949

Open	High	Low	Close
Oct. 10.92½	10.95	10.87½	10.87½b
Nov. 10.20	10.22½	10.20	10.20a
Dec. 10.25	10.25	10.20	10.20
Jan. ....	...	...	10.25a
Mar. 10.35	...	...	10.35a

Sales: 2,040,000 lbs.  
Open interest at close Tues., Sept. 27th: Oct. 340, Nov. 328, Dec. 394, Jan. 111 and Mar. 4 lots.

THURSDAY, SEPTEMBER 29, 1949

Open	High	Low	Close
Oct. 10.82½	10.85	10.80	10.82½
Nov. 10.10	10.22½	10.10	10.22½a
Dec. 10.17½	10.25	10.15	10.25a
Jan. ....	...	...	10.25b
Mar. 10.30	...	...	10.30b

Sales: 2,200,000 lbs.  
Open interest at close Wed., Sept. 28th: Oct. 331, Nov. 330, Dec. 395, Jan. 111 and Mar. 5 lots.

FRIDAY, SEPTEMBER 30, 1949

Open	High	Low	Close
Oct. 10.95	11.30	10.95	11.20
Nov. 10.35	10.70	10.35	10.60
Dec. 10.35	10.80	10.35	10.72½
Jan. 10.37½	10.70	10.37½	10.70
Mar. 10.50	10.70	10.50	10.70b

Sales: About 7,000,000 lbs.  
Open interest at close Thurs., Sept. 29th: Oct. 323, Nov. 331, Dec. 395, Jan. 111 and Mar. 8 lots.

### WEEK'S LARD PRICES

P.S. Lard	P.S. Lard	Raw
Tierces	Loose	Leaf
Sept. 24....11.50n	11.37½n	10.37½n
Sept. 26....11.50a	11.37½n	10.37½n
Sept. 27....11.50a	11.25a	10.25n
Sept. 28....11.25	11.12½n	10.12½n
Sept. 29....11.25a	11.12½n	10.12½n
Sept. 30....11.62½n	11.37½	10.37½n

### STOCKER AND FEEDER CATTLE SHIPMENTS

Stocker and feeder cattle and sheep bought at public stockyards and direct in August were as follows:

#### CATTLE AND CALVES

—August—	
	1949
Public stockyards..	245,065
Direct .....	130,129
Totals .....	384,194

#### SHEEP AND LAMBS

1949	
Public stockyards..	161,139
Direct .....	173,456
Totals .....	334,595

1948  
Public stockyards.. 164,033  
Direct .....

### SOUTHERN KILL

August 1949 livestock slaughter in Alabama, Florida and Georgia was reported as follows:

	Aug. 1949	Aug. 1948
Cattle*	21,602	30,160
Calves	13,028	16,039
Hogs	56,585	53,129
Sheep	88	160
Goats	103	120

\*Includes calves at a few points.

### PACKERS' WHOLESALE LARD PRICES

Refined lard, tierces, f.o.b. Chgo.	\$15.00
Refined lard, 50-lb. cartons, f.o.b. Chicago	15.25
Kettle rend., tierces, f.o.b. Chicago	16.00
Leaf, kettle rend., tierces, f.o.b. Chgo.	16.00
Lard flakes	14.37½
Neutral, tierces, f.o.b. Chicago	16.75
Standard Shortening *N. & S.	20.00
Hydrogenated Shortening *N. & S.	21.75

\*Del'd.

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## MARKET PRICES *New York*

### WHOLESALE FRESH MEATS

#### CARCASS BEEF

(l.c.l. prices)

Sept. 28, 1949

per lb.

City

Choice	47	65 54 1/4
Good	44 1/2	62 51 3/4
Commercial	39 1/2	62 46 1/4
Canner & cutter	27	62 33 1/2
Bologna bulls	33	62 34

#### BEEF CUTS

(l.c.l. prices)

Choice:		
Hinds & ribs	52 67 58	
Rounds, N. Y. flank off	51 67 53	
Hips, full	60 67 62	
Top sirloins	60 67 63	
Short loins, untrimmed	75 67 80	
Chucks, non-kosher	46 67 48	
Ribs, 30-40 lbs.	64 67 68	

Good:		
Hinds & ribs	49 67 56	
Rounds, N. Y. flank off	50 67 52	
Hips, full	58 67 60	
Top sirloins	60 67 63	
Short loins, untrimmed	67 67 74	
Chucks, non-kosher	44 67 46	
Ribs, 30-40 lbs.	55 67 60	
Briskets	38 67 40	
Flanks	10 67 18	

#### FRESH PORK CUTS

(l.c.l. prices)

Hams, regular, 14 down	39 1/2	41
Hams, skinned, 14 down	42	44
Pieces, 4-8 lbs.	31 1/2	31 1/2
Bellies, sq. cut, seedless, 8-12 lbs.	58 1/2	61 1/2
Pork loins, 12 down	46	46 1/2
Boston butts, 4-8 lbs.	42	42
Spareribs, 3 down	41	41 1/2
Pork trim., regular	26	26
Pork trim., ex. lean, 95%	31	32

Hams, regular, 14 down	41	44
Hams, skinned, 14 down	42	44
Shoulders, N. Y. 12 down	39	41 1/2
Pieces, 4-8 lbs.	33	36
Boston butts, 4-8 lbs.	46	49
Pork loins, 12 down	47	50
Spareribs, 3 down	46	49
Pork trim., regular	28	32

#### FANCY MEATS

(l.c.l. prices)

Veal breads, under 6 oz.	65	
6 to 12 oz.	80	
12 oz. up	1.00	
Beef kidneys	50	
Beef livers, selected	75	
Lamb fries	55	
Oxtails, under 1/2 lb.	16	
Oxtails, over 1/2 lb.	35	

### WESTERN DRESSED MEATS AT NEW YORK

WEDNESDAY, SEPTEMBER 28, 1949

All quotations in dollars per cwt.

<b>BEEF:</b>		
<b>STEER:</b>		
Choice:		
350-500 lbs.	None	
500-600 lbs.	None	
600-700 lbs.	47.50-48.50	
700-800 lbs.	47.00-48.00	
Good:		
350-500 lbs.	None	
500-600 lbs.	44.50-47.00	
600-700 lbs.	44.50-46.00	
700-800 lbs.	44.00-45.50	
Commercial:		
350-600 lbs.	32.00-40.00	
600-700 lbs.	32.00-40.00	
Utility, all wts.	30.00-32.00	

<b>COW:</b>		
Commercial, all wts.	29.00-32.00	
Utility, all wts.	27.50-29.00	
Cutter, all wts.	None	
Canner, all wts.	None	

#### VEAL AND CALF:

<b>SKIN OFF, CARCASS:</b>		
Choice:		
80-130 lbs.	45.00-49.00	
130-170 lbs.	38.00-44.00	
Good:		
50-80 lbs.	None	
80-130 lbs.	37.00-44.00	
130-170 lbs.	34.00-38.00	

### DRESSED HOGS

Hogs, gd. & ch., bd. on, lf. fat in		
100 to 136 lbs.	30 67 32	
137 to 153 lbs.	30 67 32	
154 to 171 lbs.	30 67 32	
172 to 188 lbs.	30 67 32	

### SPRING LAMBS

(l.c.l. prices)

Choice lambs	46 67 55	
Good lambs	45 67 53	
Legs, gd. & ch.	60 67 63	
Hindsaddles, gd. & ch.	57 67 62	
Loins, gd. & ch.	54 67 62	

### MUTTON

(l.c.l. prices)

Good, under 70 lbs.	19 67 21	
Comm., under 70 lbs.	17 67 18	

### VEAL—SKIN OFF

(l.c.l. prices)

Choice carcasses	38 67 49	
Good carcasses	34 67 44	
Commercial carcasses	30 67 39	
Utility	28 67 32	

### BUTCHERS' FAT

(l.c.l. prices)

Shop fat	1 1/2	
Breast fat	2	
Edible suet	2 1/4	
Inedible suet	2 1/4	

### CALIFORNIA KILL

State-inspected slaughter of livestock for the month of August 1949 was reported by the California Department of Agriculture as follows:

	No.
Cattle	25,647
Calves	19,548
Hogs	19,695
Sheep	18,745

Production for August was reported by the Department as follows:

	Lbs.
Sausage	3,940,217
Pork and beef	6,234,722
Lard and substitutes	281,365

Total 10,456,304  
As of August 31, California had 101 meat inspectors. Plants under state inspection totaled 271, and plants under state approved municipal inspection totaled 100.

### WESTERN DRESSED MEATS AT NEW YORK

<b>Commercial:</b>		
50-80 lbs.	None	
80-130 lbs.	33.00-39.00	
130-170 lbs.	30.00-33.00	
Utility, all wts.	28.00-32.00	

### LAMB AND MUTTON:

<b>SPRING LAMB:</b>		
Choice:		
30-40 lbs.	45.00-46.00	
40-45 lbs.	44.00-46.00	
45-50 lbs.	43.00-46.00	
50-60 lbs.	42.00-44.00	
Good:		
30-40 lbs.	43.00-45.00	
40-45 lbs.	43.00-45.00	
45-50 lbs.	42.00-44.00	
50-60 lbs.	41.00-43.00	
Commercial, all wts.	38.00-42.00	
Utility, all wts.	None	

<b>MUTTON (EWE): 70 lbs. down:</b>		
Good	19.00-21.00	
Commercial	17.00-18.00	
Utility	None	

### FRESH PORK CUTS, LOINS NO. 1:

(BLADELESS INCL.)		
8-10 lbs.	46.00-48.00	
10-12 lbs.	46.00-48.00	
12-16 lbs.	45.00-47.00	
16-20 lbs.	41.00-43.00	
Shoulders, Skinned, N. Y. Style:		
8-12 lbs.	None	
Butts, Boston Style:		
4-8 lbs.	44.00-46.00	



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# BY-PRODUCTS—FATS—OILS

## TALLOW AND GREASES

Thursday, September 29, 1949.

The market was in a confused and depressed position, and trading was confined to a few light and scattered sales. Large soaper buying interest was about nil, with only light trading. In most part they were on the sidelines. Offerings were not plentiful since sellers were not inclined to go along at bid prices, which were  $\frac{1}{4}$ c below asking levels in some quarters. A little trading was credited to large soaper accounts on the basis of  $\frac{1}{4}$ c early, but later bids of 6c disappeared by midweek. Choice white grease sold at  $\frac{5}{8}$ c in a very limited way, with bids at  $\frac{5}{8}$ c by Thursday. Export inquiry was also quiet, with a little interest by Mexico on the basis of 7c, Laredo, Texas.

Rumors about midweek were that some trading on fancy tallow was negotiated at 6c, delivered consuming points. A couple tanks of choice white grease sold at  $\frac{5}{8}$ c. Several more tanks sold Wednesday and Thursday on the same basis. Later bids of  $\frac{5}{8}$ c came to light, but no trading was reported. Yellow grease sold about midweek at  $\frac{4}{8}$ c. More was offered at this level but was unsold. Prime tallow was being offered Thursday at  $\frac{5}{8}$ c, special at  $\frac{5}{8}$ c, and fancy tallow at 6c, but there was no buying interest. Another tank choice white grease sold later at  $\frac{5}{8}$ c, delivered consuming points.

**TALLOW:** Light trading and little buying interest resulted in prices being lowered from  $\frac{1}{2}$  to  $\frac{3}{4}$ c. Edible tallow was quoted Thursday at  $\frac{6}{8}$ @ $\frac{6}{8}$ c nominal, in carlots, delivered consuming points; fancy tallow at  $\frac{5}{8}$ @ $\frac{6}{8}$ c nominal; choice,  $\frac{5}{8}$ @ $\frac{5}{8}$ c nominal; prime,  $\frac{5}{8}$ @ $\frac{5}{8}$ c nominal; special,  $\frac{5}{8}$ @ $\frac{5}{8}$ c nominal; No. 1,  $\frac{4}{8}$ @ $\frac{4}{8}$ c nominal; No. 3,  $\frac{4}{8}$ c nominal, and No. 2,  $\frac{3}{8}$ @ $\frac{3}{8}$ c nominal.

**GREASES:** Inactivity and a weak

## EASTERN FERTILIZER MARKET

New York, September 29, 1949.

Trading was active the past week and the market for cracklings was well cleaned up at \$2.00 per unit of protein, f.o.b. eastern points, with some producers selling ahead into October. Blood and wet rendered tankage were steady at \$10.00 per unit of ammonia, f.o.b. New York.

Buyers were looking to South America to see if the Argentine currency would be devalued, bringing about lower prices.

## FERTILIZER PRICES

BASIS NEW YORK DELIVERY

Ammoniates	
Ammonium sulphate, bulk, per ton, f.o.b.	
Production point	\$48.00
Blood, dried 10% per unit of ammonia	10.00
Unground fish scrap, dried, 60% protein nominal f.o.b.	
Fish Factory, per unit	2.75
Soda nitrate, per net ton, bulk, ex-vessel	
Atlantic and Gulf ports	51.00
in 100-lb. bags	54.50
Fertilizer tankage, ground, 10% ammonia, 10% B.P.L., bulk	nominal
Feeding tankage, unground, 10-12% ammonia, bulk, per unit of ammonia	10.00
Phosphates	
Bone meal, steam, 3 and 50 bags, per ton, f.o.b. works	\$40.00
Bone meal, raw, $\frac{4}{8}$ and 50% in bags, per ton, f.o.b. works	65.00
Superphosphate, bulk, f.o.b. Baltimore, 10% per unit	.76
Dry Rendered Tankage	
40-50% protein, unground, per unit of protein	\$2.00

market resulted in quotations  $\frac{1}{4}$  to  $\frac{5}{8}$ c below the previous week. Choice white grease was quoted Thursday at  $\frac{5}{8}$ @ $\frac{5}{8}$ c; A-white at  $\frac{5}{8}$ c nominal; B-white, 5c nominal; yellow,  $\frac{4}{8}$ c nominal; house,  $\frac{3}{8}$ @ $\frac{3}{8}$ c nominal; brown,  $\frac{3}{8}$ @ $\frac{3}{8}$ c nominal, and brown, 25 f.f.a.,  $\frac{3}{8}$ @ $\frac{3}{8}$ c nominal.

**GREASE OILS:** Weakness was registered in all grades, and prices were reduced  $\frac{1}{8}$ c. Demand was very good, and production in a few quarters still

## BY-PRODUCTS MARKETS

(Chicago, Thursday, September 29, 1949.)

### Blood

	Unit
	Ammonia
Unground, per unit of ammonia	\$10.00@10.50

### Digester Feed Tankage Materials

Wet rendered, unground, loose	\$10.50@11.00
Low test	10.50@11.00
High test	10.50@11.00
Liquid stick tank cars	3.75

### Packinghouse Feeds

	Carlots, per ton
50% meat and bone scraps, bulk	\$110.00
55% meat scraps, bulk	120.00
50% feeding tankage, with bone, bulk	110.00
60% digester tankage, bulk	130.00
80% blood meal, bagged	175.00
65% BPL special steamed bone meal, bagged	90.00

### Fertilizer Materials

	Per ton
High grade tankage, ground	
10@11% ammonia	6.50
Bone tankage, unground, per ton	37.50@40.00
Hoof meal, per unit ammonia	7.75

### Dry Rendered Tankage

	Per unit Protein
Cake	\$2.25
Expeller	2.25

### Gelatine and Glue Stocks

	Per cwt.
Calf trimmings (limed)	\$1.75@2.00
Hide trimmings (green, salted)	1.00@1.25
Sinews and pizales (green, salted)	1.00
Cattle jaws, skulls and knuckles	65.00
Pig skin scraps and trim, per lb.	4¢@4¢

### Animal Hair

	Per ton
Winter coil dried, per ton	\$100.00
Summer coil dried, per ton	55.00@57.50
Cattle switches	4¢@5¢
Winter processed, gray, lb.	13¢
Summer processed, gray, lb.	7¢@8¢

\*Quoted delivered basis.

lagged behind sales. Thursday's price on No. 1 lard oil was  $\frac{10}{8}$ c, packaged in drums, l.c.l., f.o.b. Chicago. Prime burning oil was quoted at  $\frac{13}{8}$ c, and acidless tallow at  $\frac{11}{8}$ c, all down  $\frac{1}{8}$ c.

**NEATSFOOT OILS:** Demand and sales continued good. Production was limited, and prices were reduced  $\frac{1}{8}$ c. Export inquiry was light. The price Thursday was  $\frac{21}{8}$ c on pure neatsfoot oil, basis drums, l.c.l., f.o.b. Chicago; 20-degree sold at  $\frac{27}{8}$ c; 15-degree  $\frac{28}{8}$ c.

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## VEGETABLE OILS

Thursday, September 29, 1949.

The market developed a weak undertone, influenced by the trends in both cottonseed oil and soybean oil early in the week. Only fair trading was reported in several quarters; however, some government buying came to light about midweek. Steady to easier price structures were in evidence in most grades by Thursday, with prices down  $\frac{1}{4}$  to  $\frac{1}{2}$ c.

**CORN OIL:** About steady, nominal prices of  $11\frac{1}{2}$ @ $12$ c were reported the first three days. Trading was meager. Product for spot delivery was available at  $12$ c, while October moved at  $11\frac{1}{2}$ c. The price Thursday was  $11\frac{1}{2}$ c paid, down  $\frac{1}{2}$ c from last week.

**SOYBEAN OIL:** Moderate activity was recorded. In addition, the government was credited with procuring a fair volume of product for November and December delivery at  $9\frac{1}{2}$ c. Product for spot shipment moved early at  $10\frac{1}{2}$ c, with later bids revealed at  $10\frac{1}{2}$ c. Some indicated strength was noted for forward shipments. First half of October sold at  $10$  and  $10\frac{1}{2}$ c, while straight October sold at  $10$ c. Bids of  $9\frac{1}{2}$ c were also reported; however, no offerings were in evidence at this level. November and December shipments moved at  $9\frac{1}{2}$ c, with more government interest at this level. The quotation Thursday was  $9\frac{1}{2}$ c paid, or  $1\frac{1}{2}$ c below last week.

**PEANUT OIL:** Offerings continued light and trading was generally dull. Product for spot shipment sold at  $14\frac{1}{2}$ c Tuesday. Thursday's price was  $13\frac{1}{2}$ @ $14$ c nominal, down  $\frac{1}{2}$ c from last week.

## VEGETABLE OILS

Crude cottonseed oil, carlots, f.o.b. mills	
Valley	10pd
Southeast	10pd
Texas	9pd
Corn oil, in tanks, f.o.b. mills	11 $\frac{1}{2}$ pd
Soybean oil, in tanks, f.o.b. mills	
Midwest	9pd
Peanut oil, f.o.b. Southern Mills	13n
Cocunut oil, Pacific Coast	13n
Cottonseed foots	
Midwest and West Coast	1 $\frac{1}{2}$ @ $1\frac{1}{2}$
East	1 $\frac{1}{2}$ @ $1\frac{1}{2}$

## OLEOMARGARINE

Prices f.o.b. Chicago

White domestic, vegetable	27
White animal fat	27
Milk churned pastry	22
Water churned pastry	22

**COCONUT OIL:** Trading was on the slow side; however, a firmer tone was registered from last Thursday. Product for spot shipment was available at  $13$ c. First half of October was also quotable at  $13$ c, although bids indicated that product could be uncovered at  $12\frac{1}{2}$ c. The market on copra was unchanged. The price Thursday was  $13$ c for spot shipment,  $1$ c above last week.

**COTTONSEED OIL:** Early trading in the Valley and Southeast was on the basis of  $10\frac{1}{2}$ c, and Texas was bid at  $10\frac{1}{2}$ c. Later trading came to light in the Valley at  $10\frac{1}{2}$ c. Midweek sales in Texas were at  $10$ c, following a steady decline the first three days. Thursday, Valley and Southeast sold at  $10$ c and Texas at  $9\frac{1}{2}$ c, down  $\frac{1}{2}$  to  $1$ c.

The quotations in the N. Y. futures market for the first four days were:

### MONDAY, SEPTEMBER 26, 1949

	Open	High	Low	Close	Pr. cl.
Oct.	13.25	13.30	13.15	13.15	13.51
Dec.	12.90	12.90	12.75	12.75	13.02
Jan.	12.75			12.69	12.97
Mar.	12.85	12.96	12.75	12.70	13.00
May	12.15	12.79	12.70	12.60	12.90
July	12.60			12.53	12.80
Sept., '50	12.50			12.35	12.65

Total sales: 152 contracts.

### TUESDAY, SEPTEMBER 27, 1949

Oct.	13.10	13.10	12.86	12.93	13.15
Dec.	12.70	12.75	12.55	12.61	12.91
Jan.	12.65			12.55	12.69
Mar.	12.61	12.63	12.50	12.52	12.70
May	12.63	12.60	12.50	12.50	12.60
July	12.55	12.52	12.45	12.45	12.53
Sept., '50	12.25	12.22	12.16	12.22	12.35

Total sales: 356 contracts.

### WEDNESDAY, SEPTEMBER 28, 1949

Oct.	12.80	12.90	12.70	12.68	12.93
Dec.	12.53	12.55	12.26	12.30	12.61
Jan.	12.45			12.24	12.55
Mar.	12.40	12.45	12.23	12.23	12.52
May	12.35	12.43	12.20	12.15	12.50
July	12.25	12.38	12.18	12.18	12.45
Sept., '50	12.10	12.08	11.95	11.90	12.22

Total sales: 314 contracts.

### THURSDAY, SEPTEMBER 29, 1949

Oct.	12.65	12.65	12.45	12.49	12.68
Dec.	12.20	12.25	12.00	12.19	12.30
Jan.	12.63			12.12	12.24
Mar.	12.18	12.20	12.03	12.20	12.23
May	12.10	12.22	12.05	12.22	12.15
July	12.00	12.18	12.00	12.10	12.18
Sept., '50	11.85	12.00	11.75	12.00	11.90

Total sales: 349 contracts.

\*Bid.

## VEGETABLE OILS PRODUCTION

June factory production of vegetable oils, in pounds (with corresponding May figures in parentheses), included: Cottonseed, crude, 65,569,000 (87,873,000), refined, 97,996,000 (115,419,000); peanut, crude, 14,207,000 (15,602,000), re-

fined, 11,689,000 (12,639,000); corn, crude, 17,667,000 (16,646,000), refined, 16,371,000 (18,105,000); soybean, crude, 150,583,000 (154,183,000), refined, 124,209,000 (118,045,000).

Factory consumption was: Cottonseed, crude, 106,238,000 (125,727,000), refined, 138,639,000 (125,584,000); peanut, crude, 12,452,000 (13,482,000), refined, 9,422,000 (10,651,000); corn, crude, 18,055,000 (19,703,000), refined, 13,688,000 (14,478,000); soybean, crude, 137,212,000 (131,971,000), refined, 119,081,000 (123,969,000).

June 30 factory and warehouse stocks, compared with May 31, were as follows: Cottonseed, crude, 76,240,000 (118,896,000), refined, 186,268,000 (227,587,000); peanut, crude, 9,921,000 (7,660,000), refined, 4,081,000 (4,713,000); corn, crude, 6,387,000 (5,820,000), refined, 3,410,000 (3,736,000); soybean, crude, 84,868,000 (88,631,000), refined, 91,854,000 (102,045,000).

## JUNE ANIMAL FATS

June factory production of animal fats has been reported by the U. S. Department of Commerce, in pounds, as follows (with the comparative May figure in parentheses): Lard\*, rendered, 163,000,000 (155,000,000), refined, 136,000,000 (124,000,000); tallow, edible, 8,346,000 (10,323,000), edible, refined, 1,183,000 (862,000); tallow, inedible, 103,566,000 (106,875,000), inedible, refined, 28,111,000 (32,483,000); neatsfoot oil, 157,000 (194,000).

Factory consumption on the same basis was: Lard, refined, 2,329,000 (2,494,000); tallow, edible, 3,674,000 (3,742,000), edible, refined, 832,000 (678,000); tallow, inedible, 101,541,000 (105,656,000), inedible, refined, 23,326,000 (22,294,000); neatsfoot oil, 287,000 (336,000).

Warehouse stocks at the close of June, compared with May 31 stocks, were: Lard, rendered, 109,411,000 (141,866,000), refined, 24,440,000 (32,944,000); tallow, edible, 6,651,000 (7,856,000), edible, refined, 1,020,000 (961,000); tallow, inedible, 202,530,000 (218,189,000), inedible, refined, 34,118,000 (31,693,000); neatsfoot oil, 929,000 (1,018,000).

\*Refined lard production data represents federally inspected lard.

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# HIDES AND SKINS

**Sizeable trading again reported in packer hides—Light, mixed light and heavy native steers lower—Ex-light natives steady—Heavy native and branded cows down fractionally—Light native cows steady to firm—Other descriptions steady.**

## Chicago

**PACKER HIDES:** Substantial trading was again reported, with in excess of 100,000 hides moving from all points. Prices realized in most part were steady, with the exception of light native steers which sold down 1c from preferred points. Mixed light and heavy native steers were quoted nominally at 24c, and ex-light native steers at 29½c. There was no trading in the latter description. Packers are in a well sold-up position. Current trading included September, and some sales were well into October production.

Branded steers moved at steady prices. The top side of heavy native cows was ¾c below last week at 23½@24½c, while light native cows moved up ½c. Branded cows sold about steady; however, light averages moved at 23c in a few quarters, down ½c.

Tanner interest was relatively broad, and prevailing prices may continue if buying interest is perpetuated.

Trading in native steers continued, particularly in the lightweights. One outside packer sold 1,300 September light native steers at 24½c, basis Chicago. Another packer sold 2,000 September and October Omaha and Cedar Rapids light native steers at the same price. A third packer sold 10,800 September forward production of the same at 24½c, basis Chicago. In another quarter, one packer sold 1,200 mixed, light native steers, September forward, at 24½c, and heavy native steers at 24c, Chicago basis. Two cars of heavy native steers, September and October production, sold at 24c, Chicago.

Wednesday, one packer sold 45,000 hides, September and October salting, involving nine descriptions, on the basis of light native steers at 24½c, heavy native steers at 24c, butt branded steers at 21c, Colorados at 20½c, heavy Texas at 21c, light Texas at 22c, heavy native cows at 23½@24½c, light native cows at 27½c, and branded cows at 22½c, all Chicago basis.

In another quarter one packer sold 1,000 south Omaha September butt brands at 21c, Chicago. Late last week the Association sold 2,300 Colorados, largely kosher takeoff, at 20c, Chicago. Early this week a large packer sold 2,000 September and October Colorados, origin Kansas City and Cedar Rapids,

at 20½c, Chicago basis. Another packer later sold 3,200 river point September and October Colorados at the same price, and 1,800 river point heavy Texas steers, September takeoff, at 21c, Chicago basis.

One outside packer sold 1,000 Ottumwa September heavy native cows at 23½c, basis Chicago. Late this week, another local packer sold 1,600 of the same at 23½c and 1,000 light native cows, about 42 lb. average, origin Wichita, at 27c, basis Chicago. Another packer sold 1,200 of the same, origin Kansas City, at 27½c, basis Chicago. Later a third packer sold 4,800 light native cows, all September and October salting, at 24½c@25c, f.o.b. St. Paul, and 27½c, f.o.b. St. Louis.

Early, one packer sold 7,800 branded cows, September and October takeoff, at 22½c, basis Chicago. One outside packer sold 1,300 of the same, September salting, at 22½c, Chicago. About midweek another sale involved 1,400 branded cows at the same price and basis. Still later, another packer sold 1,700 Omaha and Cedar Rapids branded cows, September forward production, at 22½c, Chicago basis. Sale of 1,000 branded cows, about 49 lb. average, October takeoff, sold at 23c, basis Chicago.

The packer bull market was again active at steady prices. A total of 10,400 bulls were sold at 17½c for the natives and 16½c for the brands.

**PACIFIC COAST:** With both large and small independent packers in a well sold-up position, including production into October, trading was dormant. Last sales were at 21c for butt brands, 20½c for Colorados, and 21½c for branded cows, selected basis, Chicago.

**OUTSIDE SMALL PACKER:** Activity in outside small packer hides was confined to few sales, with tanner interest primarily directed to medium and lighter weight hides. Selected, 48/50 lb. weights were quotable at 22@22½c, with the best takeoff realizing up to 23 and 23½c. The average run was quotable at 22½c, selected, with 22c offered on a flat basis. Buying interest was indicated on 40/42 lb. weights, selected, from preferred production points, at 25c. Allweights, native steers and cows were quotable at 20½@22½c.

Very little activity was reported in the country hide market. A dull market prevailed generally. No confirmed sales were reported, and 48/50 lb. weights were quoted Thursday at 18@18½c, while allweights, steers and cows were quoted at 18@19c, nominal.

**CALF AND KIPSKINS:** The market in calfskins was steady. Trading was not as pronounced as last week; however, sales came to light at about quotable levels. Buying interest was again in evidence, but offerings were somewhat curtailed, influenced by packers well sold-up position. Late last week, one packer sold 5,000 northern lightweight calfskins, 9½/down, at 65c. This week, another sale involved 4,500 St. Louis heavy calfskins, 9½ to 15 lbs., at 50c, and lightweights, 9½ lbs. and down, at 60c. River point calfskins were

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steady at 47½¢ for the heavyweights and 57½¢ for the lightweights.

There was no trading in the kipskin market. Demand continued, but offerings were absent. Northern native kips were quoted at 50¢, overweighted at 45¢, and brands, 2½¢ less.

A dormant market was reported in packer slunks. The last sale of regular slunks was at \$2.45. Hairless slunks, 16-in. and down, were last sold at 90¢.

**SHEEPSKINS:** Demand continued in excess of current supplies available. Good buying interest was registered. No. 1 shearlings were quoted at \$2.75@3.10 each, No. 2 shearlings at \$2.15, and No. 3s at \$1.70. Fall clips were quoted at \$3.00@3.25. Several mixed cars sold at the quoted prices, involving all grades and fall clips. Sales at prices higher than the quoted list for shearlings of top selection and quality were rumored.

Movement continued in new crop pickled skins. The price Thursday was \$13.00@13.50 per dozen, based on selection.

## AMI Convention Ends

(Continued from page 235.)

tures on plant, equipment, and housing is in sight. Government expenditures will continue to rise and individuals will spend on consumer goods a moderately larger proportion of personal incomes after taxes. The recovery will not be as complete as one would like to see it and unemployment will probably hover around 3,500,000 which is good by pre-war standards but hardly satisfactory by post-war standards. The time has come, therefore, for the country and business men in particular to consider how the rate of spending by individuals and business concerns can be stimulated.

Chairman Noble announced the presence of a quorum and called the business session to order. The chairman then stated that H. Harold Meyer, secretary-treasurer of the Institute, would present the report of the treasurer. Following the reading of the Treasurer's Report by Mr. Meyer, on motion duly made, seconded and carried, the report was approved.

The chairman then stated that the re-

## Production of Beef and Lamb Decreases; Pork and Veal Output Slightly Higher

**M**EAT production under federal inspection in the week ended September 24 totaled 296,000,000 lbs., the U. S. Department of Agriculture estimated this week. Slaughter of cattle and sheep showed a small drop from the previous week's level to partly offset small increases in calf and hog slaughter. Production was 5 per cent under 311,000,000 lbs. reported for the preceding week, but 7 per cent above 277,000,-

148,000 in the period last year. Output of inspected veal in the three weeks under comparison was 18,200,000, 16,500,000 and 19,700,000 lbs., respectively.

The hog slaughter estimate of 916,000 head was 3 per cent above 890,000 reported in the previous week and 28 per cent above the 713,000 kill of the week in 1948. Production of pork was 122,000,000 lbs., compared with 122,000,000 in the preceding week and 99,-

### ESTIMATED FEDERALLY INSPECTED SLAUGHTER AND MEAT PRODUCTION<sup>1</sup>

Week ended September 24, 1949—with comparisons

Week Ended	Beef		Veal		Pork (excl. lard)		Lamb and mutton		Total meat
	Number	Prod. mil. lb.	Number	Prod. mil. lb.	Number	Prod. mil. lb.	Number	Prod. mil. lb.	
Sept. 24, 1949.....	282	145.2	129	18.2	916	121.8	262	11.0	296.2
Sept. 17, 1949.....	808	100.2	121	16.5	800	121.9	291	12.2	310.8
Sept. 25, 1948.....	299	145.0	148	19.7	713	98.6	367	15.7	277.0

### AVERAGE WEIGHTS (LB.)

Week Ended	Cattle		Calves		Hogs		Sheep & lambs		LARD PROD. Per 100 lbs.	Total mil. lbs.
	Live	Dressed	Live	Dressed	Live	Dressed	Live	Dressed		
Sept. 17, 1949.....	961	515	257	141	234	133	91	42	13.7	29.5
Sept. 10, 1949.....	955	520	249	136	240	137	92	42	13.5	29.8
Sept. 25, 1948.....	926	478	243	123	239	138	93	43	12.7	21.6

<sup>1</sup>1949 production is based on the estimated number slaughtered for the current week and on average weights of the preceding week.

000 lbs. recorded for the same week a year ago.

Cattle slaughter was estimated at 282,000 head—8 per cent below 308,000 reported a week earlier and 6 per cent below the 299,000 kill of the corresponding week last year. Beef production of 145,000,000 lbs. compared with 160,000,000 lbs. in the preceding week and 143,000,000 in the week last year.

Calf slaughter of 129,000 head compared with 121,000 a week earlier and

000,000 in the week last year. Lard production of 29,500,000 lbs. compared with 28,800,000 reported a week earlier and 21,600,000 processed in 1948.

Sheep and lamb slaughter was estimated at 262,000 head, compared with 291,000 head for the previous week and 367,000 in the period last year. Production of inspected lamb and mutton in the three weeks under comparison amounted to 11,000,000, 12,200,000 and 15,700,000 lbs., respectively.

port of the nominating committee would be presented by the acting chairman of that committee, A. W. Brickman, in place of H. H. Corey, chairman of the committee, who was unable to be present.

Following the reading of the report of the nominating committee, it was duly moved, seconded and unanimously

carried to close the nominations and to instruct the chairman to cast a unanimous ballot in favor of the nominees. The chairman thereupon cast a unanimous ballot in favor of the nominees named in the report of the nominating committee and declared them to be unanimously elected.

The meeting thereupon adjourned.

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# N. Y. HIDE FUTURES

MONDAY, SEPTEMBER 26, 1949

	Open	High	Low	Close
Dec. ....	19.70	19.75	19.40	19.50b
Mar. ....	18.40b	18.80	18.65	18.52b
June ....	18.10b	.....	.....	18.22b
Sept. ....	17.80b	.....	.....	17.85b

Closing 3 to 27 points lower; sales 41 lots.

TUESDAY, SEPTEMBER 27, 1949

	Open	High	Low	Close
Dec. ....	19.50b	20.10	19.60	19.90
Mar. ....	18.55	18.90	18.55	18.90
June ....	18.00b	.....	.....	18.35b
Sept. ....	17.80b	.....	.....	18.15b

Closing 13 to 40 points higher; sales 25 lots.

WEDNESDAY, SEPTEMBER 28, 1949

	Open	High	Low	Close
Dec. ....	20.00	20.40	20.00	20.36
Mar. ....	19.00	19.24	19.00	19.20
June ....	18.45b	.....	.....	18.75b
Sept. ....	18.20b	.....	.....	18.55b

Closing 30 to 46 points higher; sales 71 lots.

THURSDAY, SEPTEMBER 29, 1949

	Open	High	Low	Close
Dec. ....	20.25b	20.44	20.25	20.25
Mar. ....	19.15b	19.17	18.95	18.95
June ....	18.70b	.....	.....	18.50b
Sept. ....	18.55b	.....	.....	18.20b

Closing 11 to 35 points lower; sales 29 lots.

FRIDAY, SEPTEMBER 30, 1949

	Open	High	Low	Close
Dec. ....	20.15b	20.16	20.00	20.05b
Mar. ....	18.60b	18.70	18.61	18.66
June ....	18.20b	.....	.....	18.15b
Sept. ....	18.00b	.....	.....	17.85b

Closing 20 to 35 points lower; sales 46 lots.

# WEEK'S CLOSING MARKETS

## CHICAGO HIDE QUOTATIONS

	Week ended Sept. 29, '49	Previous Week	Cor. week, 1948
Nat. str. ....	24 @24 1/4	24 @25 1/4	25 1/4 @28 1/2
Hvy. Tex. str. ....	@21	@21	25 1/4 @26
Hvy. butt			
brnd'd str. ....	@21	@21	@25
Hvy. Col. str. ....	@20 1/2	@20 1/4	@25
Ex-light Tex. str. ....	@25 1/4	@25 1/4	@27 1/4
Brnd'd cows ....	22 1/2 @23	22 1/2 @23 1/4	23 1/2 @24
Hvy. nat. cows ....	22 1/2 @24 1/4	22 1/2 @24 1/4	23 1/2 @25 1/4
Lt. nat. cows ....	25 @27 1/4	25 @27 1/4	25 @28 1/4
Nat. bulls ....	@17 1/2	@17 1/4	17 1/4 @17 1/4
Brnd'd bulls ....	@16 1/2	@16 1/4	16 1/4 @16 1/4
Calfskins, Nor. 55	@65	55 @65	52 1/2 @55
Kips, Nor. nat. ....	@50	@50	@36
Kips, Nor. brnd. ....	@47 1/4	@47 1/4	@36
Slunks, reg. ....	@2.45	@2.45	@2.50
Slunks, hris. ....	@1.00	@90	1.00 @1.10

## CITY AND OUTSIDE SMALL PACKERS

Nat. allwts. ....	20 1/4 @22 1/4	20 1/4 @22 1/4	22 @24
Brnd'd allwts. ....	19 1/4 @21 1/4	19 1/4 @21 1/4	21 @23
Nat. bulls ....	14 1/4 @15 1/4	14 1/4 @15 1/4	14 @15
Brnd'd bulls ....	13 1/4 @14 1/4	13 1/4 @14 1/4	13 @14
Calfskins, Nor. 42	@45	41 @45n	38 @40n
Kips, nat. ....	35 @36n	35 @36n	27 @28n
Slunks, reg. ....	1.75 @2.00	1.50 @1.75n	@2.00
Slunks, hris. ....	.55 @60	.00 @75	@75

All packer hides and all calf and kipskins quoted on trimmed selected basis; small packer hides quoted selected, trimmed; all slunks quoted flat.

## COUNTRY HIDES

Allweights ....	18 @19n	18 @19	18 @19n
Bulls ....	@12n	@12n	11 @12n
Calfskins ....	25 @27n	25 @27n	24 @25
Kipskins ....	23 @25	23 @25	19 @20

All country hides and skins quoted on flat trimmed basis.

## SHEEPSKINS, ETC.

Pkr. shearings, No. 1 ....	2.75 @3.10	2.75 @3.10	2.50 @3.50
Dry pelts ....	29 @30n	29 @30n	27 @25
Horsehides ....	12.25 @12.50	11.50 @12.00	9.25 @10.25

## FRIDAY'S CLOSINGS

### Provisions

The live hog top at Chicago was \$20.50; the average, \$19.30. Provision prices were: Under 12 pork loins, 44 1/4 @ 45 1/4; 10/14 green skinned hams, 39 1/4 @ 40 1/4; 4/8 Boston butts, 40 @ 40 1/4; 16/ down pork shoulders, 36 1/4; 3/ down spareribs, 39 @ 39 1/4; 8/12 fat backs, 10; regular pork trimmings, 21 1/2 @ 22; 18/ 20 DS bellies, 27 1/2 n; 4/6 green picnics, 30 1/4; 8/up green picnics, 29 1/4. P.S. loose lard was quoted at 11.37 1/4; P.S. lard in tierces, 11.62 1/2 n.

### Cottonseed Oil

Closing futures quotations at New York were: Oct. 13.10b, 13.16a; Dec. 12.80-76; Jan. 12.71b, 12.85a; Mar. 12.66b, 12.70a; May 12.70-69; July 12.58b, 12.65a; Sept. 12.25. Sales totaled 602 lots.

## CHICAGO PROV. SHIPMENTS

Provision shipments by rail from Chicago for the week ended September 24:

	Week Sept. 24	Previous week	Cor. wk. 1948
Cured meats, pounds ....	22,590,000	25,662,000	33,057,000
Fresh meats, pounds ....	32,913,000	40,674,000	34,905,000
Lard, pounds ....	5,074,000	4,760,000	8,183,000

## LIVESTOCK CAR LOADINGS

A total of 15,459 cars was loaded with livestock during the week ended September 17, 1949, according to the Association of American Railroads. This was a decrease of 1,277 cars from the same week a year earlier, and a decrease of 4,522 cars from the week in 1947.

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# LIVESTOCK MARKETS *Weekly Review*

## Large Number of Cattle on Feed Points to High Fall Beef Output: USDA

Grain-fed cattle slaughter is expected to continue comparatively important in future months since slaughter of other cattle will probably be smaller this fall than last, the U. S. Department of Agriculture reported in its summary of The Livestock and Meat Situation. The larger than usual proportion of heavier-weight, grain-fed steers slaughtered this year has about offset the reduction in slaughter of cows and calves in terms of total meat production at a time when meat output would otherwise have been reduced as stockmen held back cattle to increase herds, thereby causing a leveling or upturn of the cattle numbers cycle.

About 24 per cent more cattle were on feed in 11 Corn Belt states on August 1 this year than last, and the number was 23 per cent above April 1 and 22 per cent above January 1. The larger number of cattle on feed portends a continued high level of cattle slaughter and beef production this fall. It is fairly certain that slaughter of fed cattle, although declining further seasonally, will remain larger in the next few months than a year earlier, and that more higher grade beef will be produced. Due to the fewer cattle likely to be slaughtered off grass this fall than last, however, total beef production in the late months of 1949 may be roughly the same as in those months of 1948. Cattle feeding will be favored this fall by a record supply of carryover and new crop corn.

Chiefly because of the expected increase in pork production, total meat supplies for the fourth quarter will be considerably larger than those a year earlier, and consumption per person will exceed that of the corresponding period of 1948. Since the increases in the last

two quarters will offset small decreases in the first half of the year, meat consumption per person for all of 1949 may be fully as large as the 146 lbs. consumed in 1948.

## SALABLE AND DRIVEN-IN RECEIPTS AT 66 MARKETS

The USDA reports the total salable receipts and drive-ins at 66 public markets in August 1949, compared with August 1948, as follows:

	Aug. 1949	Aug. 1948
<b>TOTAL SALABLE RECEIPTS*</b>		
Cattle .....	1,708,077	1,514,584
Calves .....	416,522	457,126
Hogs .....	1,755,012	1,270,589
Sheep .....	1,075,111	1,251,333

	Aug. 1949	Aug. 1948
<b>TOTAL DRIVEN-IN RECEIPTS</b>		
Cattle .....	1,401,248	1,208,971
Calves .....	411,393	425,435
Hogs .....	1,841,056	1,336,842
Sheep .....	768,717	856,090

\*Does not include through shipments and direct shipments to packers when such shipments pass through the stockyards.

USDA reports that driven-in receipts constituted the following percentages of total August receipts, including through shipments and direct shipments to packers when such shipments pass through the stockyards: Cattle, 72.5; calves, 76.8; hogs, 79.6; and sheep, 46.6. These percentages compared with 70.5, 71.5, 78.3 and 44.3 per cent, respectively, in August of the previous year.

## ST. LOUIS HOGS IN AUGUST

Hog receipts, weights and range of prices at National Stock Yards, E. St. Louis, Ill., in August were reported by H. L. Sparks & Co. as shown in the following table:

	—August—	
	1949	1948
Hogs received .....	218,762	156,188
Highest price .....	\$23.75	\$31.00
Lowest price .....	20.50	29.50
Average cost .....	21.60	29.52
Average weight, lbs. ....	208	210

## HOGS IN DENMARK INCREASE

The number of pigs and slaughter hogs in Denmark on August 27 was 83 per cent larger than in August last year, bred sows were about 76 per cent larger, and total numbers were 72 per cent larger, according to the Office of Foreign Agricultural Relations of the USDA. The latest census reveals that Danish hog numbers, by classes, on August 27, 1949 were as follows, with comparable figures for August 28, 1948, in parentheses: Bred sows, 234,000 (133,000); total sows, 358,000 (212,000); suckling pigs, 680,000 (449,000); pigs and slaughter hogs, 1,861,000 (1,018,000); total, including boars, 2,911,000 (1,688,000).

## Meat Processed in August

(Continued from page 236.)

tions during August, turning out 5,878,000 lbs. more product than they did in July. August output was 69,231,000 lbs., compared with 63,353,000 lbs. in July and 57,043,000 lbs. in August 1948. The 1949 cumulative total of 473,326,000 lbs. was 88,214,000 lbs. larger than the 1948 total.

Although the 218,979,000 lbs. of lard rendered and refined in August was 8,177,000 lbs. less than the amount a month earlier, it was 43,521,000 lbs. more than last year's August output. Rendered pork fat operations totaling 11,933,000 lbs. in August 1949 were also below July, but larger than the amount in August 1948.

## ANIMAL FOODS CANNED

The Animal Foods Inspection Division of the Bureau of Animal Industry, USDA, reported that 36,517,102 lbs. of animal foods were canned under federal inspection and certification during August 1949, compared with 28,863,083 lbs. in July 1949 and 31,672,471 lbs. in August 1948.

## \*Livestock Buying

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## LIVESTOCK PRICES AT LEADING MARKETS

Livestock prices at five western markets on Wednesday, September 28, 1949, reported by the Production & Marketing Administration:

HOGS (Quotations based on hard hogs) St. L. Natl. Yds. Chicago Kansas City Omaha St. Paul

BARROWS AND GILTS:

Good and Choice:

120-140 lbs.	16.00-17.75	\$14.00-16.00	\$.....	\$.....	\$.....
140-160 lbs.	17.50-18.75	15.50-17.50	16.25-17.50	17.00-18.25	16.50-19.00
160-180 lbs.	18.50-19.50	16.50-18.00	17.00-18.50	18.00-19.50	16.50-19.00
180-200 lbs.	19.25-20.25	18.50-20.00	18.00-19.75	19.25-20.25	16.50-19.00
200-220 lbs.	20.00-20.25	19.75-20.25	19.25-20.10	19.25-20.25	16.50-19.00
220-240 lbs.	20.00-20.25	20.00-20.50	19.75-20.25	19.25-20.25	16.50-19.00
240-270 lbs.	19.50-20.25	20.25-20.50	19.75-20.00	19.75-20.25	19.50-19.00
270-300 lbs.	18.75-20.25	20.00-20.50	19.25-19.75	19.25-20.00	18.75-19.00
300-330 lbs.	18.50-19.25	19.50-20.00	19.00-19.50	18.00-19.50	18.00-19.00
330-360 lbs.	18.00-19.00	19.00-19.75	18.75-19.25	18.00-19.50	18.00-19.00

Medium:

160-220 lbs.	17.00-19.75	16.00-19.50	18.00-19.25	17.00-19.50	.....
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SOWS:

Good and Choice:

270-300 lbs.	18.50-19.00	19.25-19.75	18.50-18.75	18.50-19.00	17.00-18.50
300-330 lbs.	18.50-19.00	19.00-19.50	18.50-18.75	18.50-19.00	17.00-18.50
330-360 lbs.	18.00-19.00	18.50-19.25	17.75-18.50	17.25-18.75	17.00-18.50
360-400 lbs.	16.75-18.50	17.75-18.75	17.00-18.25	17.25-18.75	17.00-18.50

Good:

400-450 lbs.	16.25-18.00	17.50-18.25	16.50-18.00	15.50-17.50	15.25-17.50
450-550 lbs.	15.75-17.50	16.00-17.75	15.50-17.50	15.50-17.50	15.25-17.50

Medium:

250-550 lbs.	14.75-18.50	15.00-19.00	15.25-18.25	15.00-18.75	.....
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PIGS (Slaughter):

Medium and Good:

80-120 lbs.	13.75-16.75	13.00-15.00	.....	.....	.....
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SLAUGHTER CATTLE, VEALERS AND CALVES:

STEERS, Choice:

700-900 lbs.	30.00-32.00	28.50-32.00	28.00-30.50	28.50-30.75	28.00-31.00
900-1100 lbs.	30.50-32.00	29.50-34.00	28.50-32.00	29.00-32.25	28.50-32.00
1100-1300 lbs.	30.50-32.00	29.50-34.00	29.00-32.00	30.50-32.75	28.50-32.00
1300-1500 lbs.	30.00-31.50	29.50-34.00	28.50-31.50	30.50-32.75	28.00-31.00

STEERS, Good:

700-900 lbs.	24.50-30.00	24.50-29.50	24.25-28.00	25.25-29.00	25.00-28.00
900-1100 lbs.	25.00-30.50	24.75-29.50	24.50-28.50	25.50-30.00	25.00-28.50
1100-1300 lbs.	25.00-30.50	25.00-29.50	24.50-29.00	25.50-30.00	25.00-28.50
1300-1500 lbs.	24.50-30.00	24.75-29.50	24.25-28.50	25.50-30.00	25.00-28.50

STEERS, Medium:

700-1100 lbs.	18.50-25.00	18.50-25.00	17.00-24.50	19.50-25.25	18.00-25.00
1100-1300 lbs.	18.50-25.00	18.50-25.00	17.00-24.50	19.50-25.25	18.00-25.00

STEERS, Common:

700-1100 lbs.	16.50-18.50	16.75-18.50	15.00-17.00	16.50-19.00	15.50-18.00
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HEIFERS, Choice:

600-800 lbs.	29.00-30.50	28.50-30.00	27.00-29.50	27.50-29.25	27.00-29.50
800-1000 lbs.	29.00-30.50	28.75-30.50	27.50-30.50	27.50-29.25	27.00-30.00

HEIFERS, Good:

600-800 lbs.	24.50-29.00	24.25-28.75	23.50-27.50	25.00-27.50	24.50-27.00
800-1000 lbs.	24.50-29.00	24.75-28.75	24.00-27.50	25.00-27.50	24.50-27.00

HEIFERS, Medium:

500-900 lbs.	18.50-24.50	18.00-24.75	16.75-24.00	19.00-25.00	17.50-24.50
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HEIFERS, Common:

500-900 lbs.	16.00-18.50	16.25-18.00	14.50-16.75	16.00-19.00	15.00-17.50
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COWS (All Weights):

Good	15.00-15.75	17.00-19.00	15.25-17.00	15.50-17.00	15.50-17.00
Medium	14.25-15.00	15.00-17.00	14.50-15.25	14.00-15.50	14.50-15.50
Cut. & com.	13.25-14.25	13.25-15.25	12.25-14.50	12.00-14.00	12.50-14.50
Canners	10.50-13.25	11.50-13.25	11.00-12.25	10.50-12.00	11.00-12.50

BULLS (Yrly. Excl.), All Weights:

Beef, good	16.50-17.00	16.50-19.50	16.00-16.50	15.50-16.50	17.50-18.00
Sausage, good	16.50-17.25	18.50-19.25	16.00-17.00	16.75-17.50	17.50-18.00
Sausage, medium	15.50-16.50	17.25-18.50	14.50-16.00	15.50-16.75	16.50-17.50
Sausage, cut. & com.	13.50-15.50	14.50-17.25	12.50-14.50	14.00-15.50	13.50-16.50

VEALERS, All Weights:

Good & choice	27.00-32.00	26.00-28.00	23.00-25.00	23.00-26.00	24.00-27.00
Com. & med.	17.00-27.00	21.00-26.00	15.00-23.00	17.00-23.00	17.00-24.00
Cull, 75 lbs. up.	13.00-17.00	17.00-21.00	11.00-15.00	14.00-17.00	14.00-17.00

CALVES (500 lbs. down):

Good & choice	22.00-25.00	21.00-24.00	18.00-23.00	22.00-24.50	18.00-30.00
Com. & med.	16.00-22.00	16.00-21.00	14.00-18.00	17.00-22.00	13.00-18.00
Cull	12.00-16.00	13.00-16.00	10.00-14.00	13.00-17.00	11.00-13.00

SLAUGHTER LAMBS AND SHEEP:

LAMBS (Spring):

Good & choice	23.00-24.00	23.00-24.50	22.50-23.35	23.00-24.00	23.00-23.50
Med. & good	20.50-22.50	20.50-22.50	20.25-22.25	21.00-22.75	20.50-22.75
Common	16.00-20.25	15.00-20.00	17.50-20.00	18.00-20.75	16.00-20.25

YRL. WETHERS (Shorn):

Good & choice	20.25-21.25	19.50-20.50	.....	.....	.....
Med. & good	17.00-20.00	16.00-19.50	.....	.....	.....

EWES (Shorn):

Good & choice	6.50-8.50	9.00-10.00	8.25-8.50	7.50-8.75	8.50-9.75
Com. & med.	6.00-7.50	6.50-8.75	7.00-8.00	6.50-7.50	6.50-8.25

\*Quotations on woolled stock based on animals of current seasonal market weight and wool growth, those on shorn stock on animals with No. 1 and 2 pelts.

\*Quotations on slaughter lambs and yearlings of good and choice grades and the medium and good grades and on ewes of good and choice grades as combined represent lots averaging within the top half of the good and the top half of the medium grades, respectively.



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## SLAUGHTER REPORTS

Special reports to THE NATIONAL PROVISIONER, showing the number of livestock slaughtered at 13 centers for the week ended September 24, 1949:

CATTLE			
	Week ended Sept. 24	Prev. week Sept. 17	Cor. week 1948
Chicago	22,005	20,885	21,506
Kansas City	25,277	26,358	28,370
Omaha	15,334	21,091	22,993
East St. Louis	9,184	10,068	6,601
St. Joseph	9,500	12,938	12,187
Sioux City	9,423	12,337	10,404
Wichita	6,586	6,067	6,050
New York & Jersey City	6,290	7,845	7,043
Okl. City	8,407	8,921	11,600
Cincinnati	5,335	6,107	6,051
Denver	8,551	9,240	8,701
St. Paul	18,678	21,271	17,573
Milwaukee	3,913	3,894	4,225
Total	147,583	173,062	166,304

HOGS			
Chicago	33,579	31,589	22,649
Kansas City	11,718	12,210	8,616
Omaha	35,506	21,091	19,397
East St. Louis	26,189	25,787	17,067
St. Joseph	19,263	17,611	11,823
Sioux City	17,987	12,088	9,573
Wichita	3,177	4,085	3,130
New York & Jersey City	38,592	43,227	38,437
Okl. City	9,184	9,481	12,458
Cincinnati	16,346	15,996	12,458
Denver	8,647	8,543	6,798
St. Paul	47,608	40,197	22,489
Milwaukee	1,245	5,852	4,698
Total	268,409	247,767	183,847

SHEEP			
Chicago	5,641	5,753	13,240
Kansas City	10,097	11,623	21,967
Omaha	12,380	14,094	26,383
East St. Louis	7,286	7,784	7,303
St. Joseph	11,112	9,931	15,479
Sioux City	4,997	5,066	8,993
Wichita	679	1,095	1,137
New York & Jersey City	37,000	40,975	41,613
Okl. City	2,430	2,679	2,526
Cincinnati	672	1,541	565
Denver	14,892	20,925	29,874
St. Paul	11,132	11,675	12,065
Milwaukee	1,245	971	788
Total	120,503	134,712	182,163

\*Cattle and calves.  
†Federally inspected slaughter, including directs.

‡Stockyards sales for local slaughter.  
§Stockyards receipts for local slaughter, including directs.

## LIVESTOCK PRICES AT LOS ANGELES

Prices at Los Angeles, Calif., on Thursday, Sept. 29:

CATTLE:	
Hefers, com. and low med.	\$17.00@19.00
Cows, med. & gd.	15.00@17.00
Cows, cut. & com.	12.50@14.75
Cows, canner	11.50@12.50
Bulls, cut. to med.	16.50@19.50

CALVES:	
Gd. & low ch.	\$25.00@26.00
Med. & gd.	22.00@24.00

HOGS:	
Gd. & ch., 215 lbs.	\$17.00@23.00
Sows, gd. & ch.	16.00@17.50

## BALTIMORE LIVESTOCK

Prices at Baltimore, Md., on Thursday, September 29:

CATTLE:	
Steers, high ch.	\$27.00 only
Steers, med. to gd.	23.50@25.50
Steers, com. & med.	19.25@23.00
Hefers, com. & med.	20.00@20.50
Cows, gd.	16.50@18.50
Cows, com. & med.	14.50@16.50
Cows, can. & cut.	11.50@14.00
Bulls, gd.	17.50@20.00
Bulls, com. & med.	15.50@17.50

CALVES:	
Vealers, med. to ch.	\$27.00@30.00
Com. & med.	18.00@27.00
Culls	14.00@18.00

HOGS:	
Gd. & ch., 200-240	\$20.75@21.25
Sows, 400/down	17.25@17.50

## CHICAGO LIVESTOCK

Supplies of livestock at the Chicago Union Stockyards for current and comparative periods:

RECEIPTS				
	Cattle	Calves	Hogs	Sheep
Sept. 22	4,300	700	10,000	1,500
Sept. 23	1,375	368	6,750	1,752
Sept. 24	725	196	3,407	275
Sept. 25	12,565	667	12,069	2,421
Sept. 27	5,091	755	12,552	3,157
Sept. 28	7,486	508	11,540	2,708
Sept. 29	2,500	400	11,500	4,000

\*Week so far... 27,582 2,430 47,601 12,286  
Week ago... 36,321 2,782 47,121 11,587  
1948... 28,419 3,790 39,083 20,767  
1947... 37,221 5,094 40,135 16,454  
\*Including 400 cattle, 900 calves, 13,948 hogs and 2,000 sheep direct to packers.

SHIPMENTS				
	Cattle	Calves	Hogs	Sheep
Sept. 22	2,415	95	543	252
Sept. 23	1,002	2	1,964	508
Sept. 24	852	2	112	191
Sept. 26	2,054	78	1,922	637
Sept. 27	3,066	81	1,479	194
Sept. 28	3,406	12	962	501
Sept. 29	1,500	50	1,000	1,000

so far... 10,926 221 5,303 2,392  
Week ago... 11,982 296 4,006 2,227  
1948... 10,455 455 5,294 1,485  
1947... 12,916 434 1,228 2,900

SEPTEMBER RECEIPTS			
	1949	1948	
Cattle	154,981	140,233	
Calves	13,886	17,072	
Hogs	223,797	176,629	
Sheep	58,596	82,378	

SEPTEMBER SHIPMENTS			
	1949	1948	
Cattle	59,117	48,077	
Hogs	27,473	21,031	
Sheep	11,413	11,431	

## CHICAGO HOG PURCHASES

Supplies of hogs purchased at Chicago, week ended Thursday, Sept. 29:

	Week Ended Sept. 29	Prev. week Sept. 22
Packers' purch.	33,750	31,939
Shippers' purch.	7,379	14,913
Total	41,138	46,882

## CANADIAN KILL

Inspected slaughter in Canada, week ended September 17:

CATTLE		
	Week Ended Sept. 17	Same Week Last Year
Western Canada	18,569	22,792
Eastern Canada	17,428	18,101
Total	35,997	40,893

HOGS		
Western Canada	14,525	15,593
Eastern Canada	49,925	38,489
Total	64,450	54,082

SHEEP		
Western Canada	5,963	7,059
Eastern Canada	21,063	20,746
Total	27,026	27,805

## NEW YORK RECEIPTS

Receipts of salable livestock at Jersey City and 41st st., New York market for week ended September 24:

Cattle Calves Hogs* Sheep				
Salable	480	1,070	820	690
Total (incl. directs)	3,833	7,287	21,131	20,331
Previous week:				
Salable	573	1,336	1,179	290
Total (incl. directs)	5,016	6,202	25,477	29,435

\*Including hogs at 31st street.

## PACIFIC COAST LIVESTOCK

Receipts at leading Pacific Coast markets, week ending September 22:

Cattle Calves Hogs Sheep				
Los Angeles	10,500	1,475	2,500	25
No. Portland	3,650	700	1,650	2,485
San Francisco	1,900	300	1,600	6,100

## LIVESTOCK PRICES AT TEN CANADIAN MARKETS

Average prices per cwt. paid for specified grades of steers, calves, hogs and lambs at ten leading markets in Canada during the week ended September 17 were reported to THE NATIONAL PROVISIONER by the Canadian Department of Agriculture as follows:

STOCK YARDS	GOOD STEERS	VEAL CALVES	HOGS*	LAMBS
	Up to 1000 lb. Choice	Good and Choice	Gr. B1 Dressed	Good Handyweights
Toronto	\$20.90	\$24.61	\$31.10	\$21.79
Montreal	19.82	23.65	31.62	22.20
Winnipeg	19.82	22.50	28.85	20.50
Calgary	18.83	18.20	29.75	19.95
Edmonton	18.10	19.65	30.10	19.10
Pr. Albert	19.90	19.45	28.35	18.40
Moose Jaw	18.25	18.25	28.35	19.00
Saskatoon	18.30	21.00	29.35	18.25
Regina	17.60	20.00	28.35	19.00
Vancouver	19.25	19.00	31.00	....

\*Dominion government premiums not included.

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THE RATH PACKING COMPANY, Waterloo, Iowa

## PACKERS' PURCHASES

Purchases of livestock by packers at principal centers for the week ending Saturday, September 24, 1949, as reported to THE NATIONAL PROVISIONER:

### CHICAGO

Armour, 5,044 hogs; Swift, 1,467 hogs; Wilson, 3,906 hogs; Agar, 8,017 hogs; Shippers, 6,682 hogs; Others, 15,145 hogs.

Total: 22,005 cattle; 1,840 calves; 40,261 hogs; 5,641 sheep.

### KANSAS CITY

	Cattle	Calves	Hogs	Sheep
Armour	3,546	1,221	2,235	1,959
Cudahy	3,390	947	1,000	1,584
Swift	2,888	1,191	1,370	4,175
Wilson	1,540	884	1,340	1,439
Central	1,627	...	...	...
Others	8,029	5	5,104	940
Total	21,029	4,248	11,718	10,097

### OMAHA

	Cattle & Calves	Hogs	Sheep
Armour	5,531	6,455	785
Cudahy	4,442	4,717	333
Swift	3,905	5,910	2,800
Wilson	2,871	3,025	613
Eagle	26	...	...
Greater Omaha	130	...	...
Hoffman	123	...	...
Rothschild	408	...	...
Roth	125	...	...
Kingan	923	...	...
Merchants	18	...	...
Others	...	6,448	...
Total	18,755	26,555	4,531

### E. ST. LOUIS

	Cattle	Calves	Hogs	Sheep
Armour	3,449	1,984	7,301	3,319
Swift	4,586	3,318	4,803	3,700
Hunter	1,149	...	6,860	267
Hell	...	...	2,185	...
Krey	...	...	2,526	...
Laclede	...	...	1,007	...
Sieloff	...	...	1,441	...
Others	4,964	890	5,835	1,854
Shippers	10,258	1,292	12,993	462
Total	24,406	7,493	45,019	9,092

### ST. JOSEPH

	Cattle	Calves	Hogs	Sheep
Swift	3,523	644	8,923	6,361
Armour	2,641	504	9,317	975
Others	5,117	369	3,474	1,870
Total	11,281	1,517	21,717	9,206

Does not include 211 cattle, 901 hogs and 3,776 sheep bought direct.

### SIOUX CITY

	Cattle	Calves	Hogs	Sheep
Cudahy	3,726	179	6,346	842
Armour	2,629	80	4,781	1,239
Swift	2,598	58	2,714	1,579
Others	305	...	...	...
Shippers	30,290	1,370	6,448	6,611
Total	39,554	1,096	20,289	10,271

### WICHITA

	Cattle	Calves	Hogs	Sheep
Cudahy	1,760	1,096	2,044	411
Dunn	...	...	...	...
Ostertag	111	...	38	...
Dold	146	...	781	...
Sunflower	25	...	31	...
Pioneer	...	...	...	...
Excel	511	...	...	...
Guggenheim	597	...	...	...
Others	2,246	...	283	268
Total	5,396	1,096	3,177	679

### OKLAHOMA CITY

	Cattle	Calves	Hogs	Sheep
Armour	2,703	891	1,391	291
Wilson	2,994	930	1,606	76
Others	544	1,245	6,125	...
Total	5,341	3,066	9,182	277

### LOS ANGELES

	Cattle	Calves	Hogs	Sheep
Armour	194	...	171	...
Cudahy	683	...	305	...
Swift	462	221	377	...
Wilson	67	...	...	...
Acme	555	7	44	...
Atlas	796	...	...	...
Clougherty	115	...	208	...
Coast	319	...	384	...
Harman	264	...	...	...
Luer	336	...	135	...
Union	56	...	169	...
United	320	...	324	...
Others	4,129	893	40	...
Total	8,296	1,121	2,247	...

### CINCINNATI

	Cattle	Calves	Hogs	Sheep
Gall's	...	...	...	518
Kahn's	...	...	...	...
Lohrey	...	...	...	872
Meyer	...	...	...	...
Schlachter	152	38	...	28
National	558	6	...	...
Others	3,584	903	18,018	1,885
Total	4,294	947	18,890	2,431

Does not include 1,379 cattle bought direct. Market shipments for the week were 24 cattle, 131 calves, 2,051 hogs and 1,532 sheep.

### DENVER

	Cattle	Calves	Hogs	Sheep
Armour	1,015	226	2,493	11,229
Swift	992	209	1,704	14,064
Cudahy	940	38	2,084	5,202
Wilson	523	...	...	...
Others	3,118	327	2,450	8,526
Total	6,586	800	8,791	39,021

### ST. PAUL

	Cattle	Calves	Hogs	Sheep
Armour	5,362	1,965	9,449	3,902
Bartusch	983	...	...	...
Cudahy	1,213	1,138	...	1,246
Rifkin	950	24	...	...
Superior	1,738	...	...	...
Swift	6,226	2,864	29,111	3,343
Others	2,506	1,804	9,048	2,641
Total	18,958	7,898	47,008	11,132

### FORT WORTH

	Cattle	Calves	Hogs	Sheep
Armour	1,098	2,509	1,473	1,234
Swift	993	1,633	1,202	2,741
Blue	...	...	...	...
Bonnet	379	34	89	...
City	679	18	117	...
Rosenthal	332	190	...	...
Total	3,481	4,404	2,881	3,975

### TOTAL PACKER PURCHASES

	Week ended Sept. 24	Prev. week Sept. 17	Cor. 1948*
Cattle	189,382	215,129	185,969
Hogs	258,335	246,233	177,566
Sheep	107,463	106,486	184,628

\*Does not include Los Angeles.

### CORN BELT DIRECT TRADING

Des Moines, Ia., September 29.—Prices at the ten concentration yards and 11 packing plants in Iowa, Minnesota:

	Hogs, good to choice:
160-180 lb.	\$15.00@17.50
180-240 lb.	17.25@19.00
240-300 lb.	17.75@19.00
300-360 lb.	17.25@18.75

	Sows:
270-360 lb.	\$17.25@18.00
400-550 lb.	12.75@16.50

Receipts of hogs at Corn Belt markets were:

	This week estimated	Same day last wk. actual
Sept. 23	40,000	31,000
Sept. 24	30,000	35,000
Sept. 26	45,000	32,000
Sept. 27	45,000	33,000
Sept. 28	40,000	26,500
Sept. 29	40,000	38,000

### LIVESTOCK RECEIPTS

Receipts at major markets, week ending September 24:

	AT 20 MARKETS, Week Ended:
Sept. 24	Cattle 341,000 Hogs 390,000 Sheep 253,000
Sept. 17	374,000 393,000 280,000
1948	338,000 297,000 432,000
1947	327,000 291,000 390,000
1946	240,000 47,000 428,000

	HOGS AT 11 MARKETS, Wk. Ended:
Sept. 24	322,000
Sept. 17	313,000
1948	296,000
1947	230,000
1946	38,000

	AT 7 MARKETS, Week Ended:
Sept. 24	Cattle 241,000 Hogs 251,000 Sheep 121,000
Sept. 17	274,000 245,000 138,000
1948	223,000 180,000 210,000
1947	231,000 184,000 136,000
1946	164,000 27,000 203,000

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## WEEKLY INSPECTED SLAUGHTER

Slaughter at 32 centers during the week ended September 24 was reported by the U. S. Department of Agriculture as follows:

	Cattle	Calves	Hogs	Sheep & Lambs
<b>NORTH ATLANTIC</b>				
New York, Newark, Jersey City.....	6,280	12,007	38,802	27,000
Baltimore, Philadelphia.....	8,876	1,822	27,314	1,708
<b>NORTH CENTRAL</b>				
Cincinnati, Cleveland, Indianapolis..	13,014	3,070	62,091	7,053
Chicago, Elburn.....	23,578	6,004	64,906	14,225
St. Paul-Wisc. Group.....	29,514	17,037	84,792	12,747
St. Louis Area.....	15,908	10,154	58,198	14,402
St. Louis City.....	9,943	734	18,500	7,243
Omaha.....	19,037	2,119	37,185	14,222
Kansas City.....	18,333	7,862	31,596	14,293
Iowa and So. Minn.....	16,449	4,968	157,539	24,817
<b>SOUTHEAST</b> .....	5,931	3,938	10,459	
<b>SOUTH CENTRAL WEST</b> .....	22,405	12,273	44,841	22,947
<b>ROCKY MOUNTAIN</b> .....	8,018	1,034	11,396	21,191
<b>PACIFIC</b> .....	18,348	4,967	28,226	30,754
Grand Total.....	214,334	87,480	682,025	222,342
Total week ago.....	235,002	82,673	662,557	246,786
Total same period 1948.....	226,991	104,670	511,494	321,011

\*Includes St. Paul, So. St. Paul, Newport, Minn., and Madison, Milwaukee, Green Bay, Wis. \*Includes St. Louis National Stockyards, E. St. Louis, Ill., and St. Louis, Mo. \*Includes Cedar Rapids, Des Moines, Fort Dodge, Mason City, Marshalltown, Ottumwa, Storm Lake, Waterloo, Iowa, and Albert Lea, Austin, Minn. \*Includes Birmingham, Dothan, Montgomery, Ala., Tallahassee, Fla., and Albany, Atlanta, Columbus, Moultrie, Thomasville, Tifton, Ga. \*Includes So. St. Joseph, Mo., Wichita, Kansas, Oklahoma City, Okla., Ft. Worth, Texas. \*Includes Denver, Colo., Ogden and Salt Lake City, Utah. \*Includes Los Angeles, Vernon, San Francisco, San Jose, and Vallejo, Calif.

NOTE: Packing plants included in above tabulations slaughtered approximately the following percentages of total slaughter under federal meat inspection during August 1949: Cattle, 76.8; calves, 66.4; hogs, 73.8; sheep and lambs, 84.6

## SOUTHEASTERN RECEIPTS

Receipts of livestock, as reported by the Production and Marketing Administration, at eight southern packing plants, located at Albany, Columbus, Moultrie, Thomasville and Tifton, Georgia; Dothan, Alabama; Jacksonville and Tallahassee, Florida, during the week ended September 23 are shown in the following table, with comparisons:

	Cattle	Calves	Hogs
Week ended September 23.....	1,837	1,335	8,955
Week previous.....	1,621	1,173	7,026
Cor. week last year.....	2,938	2,122	5,963

## MEAT SUPPLIES AT NEW YORK

(Receipts reported by the U. S. D. A., Production & Marketing Administration)

WESTERN DRESSED MEATS		BEEF CURED:	
STEER AND HEIFER:	Carcasses	Week ending Sept. 24, 1949.	11,785
Week ending Sept. 24, 1949.	13,749	Week previous.....	15,164
Week previous.....	14,585	Same week year ago.....	20,281
Same week year ago.....	9,198		
COW:		<b>PORK CURED AND SMOKED:</b>	
Week ending Sept. 24, 1949.	1,875	Week ending Sept. 24, 1949.	635,473
Week previous.....	1,629	Week previous.....	859,179
Same week year ago.....	2,802	Same week year ago.....	982,179
<b>BULL:</b>		<b>LARD AND PORK FATS:</b>	
Week ending Sept. 24, 1949.	832	Week ending Sept. 24, 1949.	171,309
Week previous.....	925	Week previous.....	234,901
Same week year ago.....	909	Same week year ago.....	201,782

LOCAL SLAUGHTER		CATTLE:	
VEAL:	Carcasses	Week ending Sept. 24, 1949.	6,280
Week ending Sept. 24, 1949.	11,104	Week previous.....	7,845
Week previous.....	10,992	Same week year ago.....	7,043
Same week year ago.....	7,899		
<b>LAMB:</b>		<b>CALVES:</b>	
Week ending Sept. 24, 1949.	38,683	Week ending Sept. 24, 1949.	12,007
Week previous.....	43,782	Week previous.....	12,161
Same week year ago.....	44,495	Same week year ago.....	12,014
<b>MUTTON:</b>		<b>HOGS:</b>	
Week ending Sept. 24, 1949.	1,701	Week ending Sept. 24, 1949.	38,892
Week previous.....	2,020	Week previous.....	43,227
Same week year ago.....	3,342	Same week year ago.....	38,437
<b>HOG AND PIG:</b>		<b>SHEEP:</b>	
Week ending Sept. 24, 1949.	10,800	Week ending Sept. 24, 1949.	37,000
Week previous.....	9,852	Week previous.....	40,973
Same week year ago.....	6,577	Same week year ago.....	41,613

COUNTRY DRESSED MEATS		CATTLE:	
VEAL:	Carcasses	Week ending Sept. 24, 1949.	5,179
Week ending Sept. 24, 1949.	1,941,264	Week previous.....	5,795
Week previous.....	1,950,026	Same week year ago.....	5,823
Same week year ago.....	1,762,512		
<b>BEEF CUTS:</b>		<b>HOG:</b>	
Week ending Sept. 24, 1949.	134,000	Week ending Sept. 24, 1949.	2
Week previous.....	161,545	Week previous.....	4
Same week year ago.....	295,252	Same week year ago.....	
<b>VEAL AND CALF:</b>		<b>LAMB AND MUTTON:</b>	
Week ending Sept. 24, 1949.	8,224	Week ending Sept. 24, 1949.	126
Week previous.....	4,223	Week previous.....	86
Same week year ago.....	9,741	Same week year ago.....	31
<b>LAMB AND MUTTON:</b>			
Week ending Sept. 24, 1949.	2,896		
Week previous.....	2,092		
Same week year ago.....	12,153		

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SAUSAGE MAKER wanted to be assistant to foreman. Must have some experience in making summer sausage and be able to work with crew wherever necessary. Excellent chance for advancement. W-317, THE NATIONAL PROVISIONER, 407 S. Dearborn St., Chicago 5, Ill.

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FOR SALE: Well established provision manufacturing plant, fully equipped, with well going routes and new modern slaughter house. Located in the center of the Metropolitan district of New Jersey, on the direct highway to New York City. If interested we will furnish complete details. FS-298, THE NATIONAL PROVISIONER, 407 S. Dearborn, Chicago 5, Ill.

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- Randall Sausage Stuffer, 400#..... 500.00
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- Sanders Grinder, #150, 25 HP..... 900.00
- Sanders Grinder, #150, 15 HP..... 500.00
- Cleveland Grinder, 7½ HP..... 350.00
- Enterprise Grinder, Belt Drive, #52..... 100.00
- 1-Ty Linker (Frankfurter Linker)..... 1000.00
- 1-Elec. Meat & Bone Saw..... 100.00
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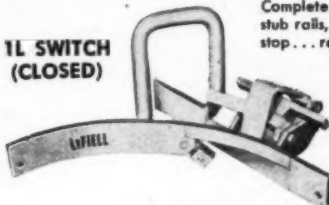
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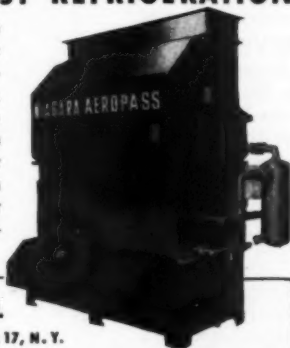
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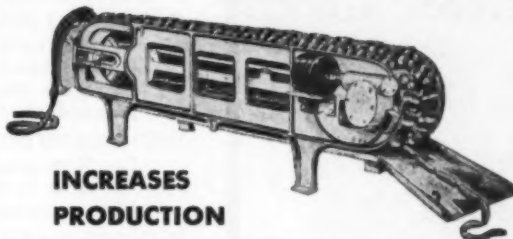


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*The Magazine of the Meat Packing and Allied Industries*

Volume 121

OCTOBER 1, 1949

Number 14

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